JANUARY 14, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

Iowans who "listen most" to WHO buy 5 times more SOAP than those who prefer any other station!

. . . there's 5 times as many of 'em!

HERE are two important facts that every advertiser using radio in Iowa should know. *First*, the 1945 Iowa Radio Audience Survey shows that Iowa families spend *six* hours tuned to their favorite or "listened to most" station for every *one* hour listening to other "heard regularly" stations.

Second, the 1945 Iowa Radio Survey shows that 55.4% of all Iowa families "listen most" to WHO, daytime, as compared to only 30.2% to *all other Iowa stations, combined.*

Because WHO does an unmatchable job of *broadcasting* in Iowa, WHO can also do an unmatchable job of *selling merchandise* for you in this State. Send for all the facts—telephone Free & Peters—or *ask anybody in Iowa!*

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* J. O. Maland, *Mgr.*

FREE & PETERS, Inc., *National Representatives*

"MOST RURAL PEOPLE IN THE UNITED STATES VALUE RADIO HIGHLY"

(from the FCC report: "Summary of a Survey of Attitudes of Rural People Toward Radio Service.")

Big Aggie Sez:

"I knew it all the time"

Sure my listeners in the five state area of North and South Dakota, Iowa, Minnesota and Nebraska keep their ears pretty well glued to their radios. And why do they give WNAX so much of their listen' time. Well, just take a gander at the FCC survey, it sez: *Farm people select the more serious type programs. News and market reports, hymns and religious music, sermons and religious programs, and farm talks are given high preference by this group.*

Ever see a WNAX schedule? It's packed with that *kinda* broadcastin'. *News* at 6:15, 7:15, 10:30, 11:30...all in the a.m., just to give you an idea. *Market reports* at 6:35, 7:10 and 11:40 a.m...plus our favorite, the *Central Public Markets* at 12:15 noon, direct from the Sioux City stockyards. For other "serious" stuff, there's "Your Neighbor Lady," "Inquiring Farm Reporter," "Land and Soil Conservation," "Land Inflation,"...and on and on we could go.

Now, that FCC report goes on to say: *Oldtime music is preferred by approximately 50 percent of the men and women of the farm group.* And again WNAX offers my big neighborhood what it likes most...with "Sunday Get Together," "Good Morning Music on the Farm," "Dinner Bell Round-up," and lotsa others, featuring such stars as Happy Jack, Ben and Jessie Mae, Lem and Martha, Noodle Soup Klasi, Cora Deane, Willie, Bohemian Band, Al's Rhythm Rangers, Carson Sisters and many others.

Seems like what the FCC experts found that farm folks like about their radios and the kinda programs my neighbors' been getting from WNAX just sorta dovetail. Guess that's why so many of them set their radio dials at 570 and leave them there.

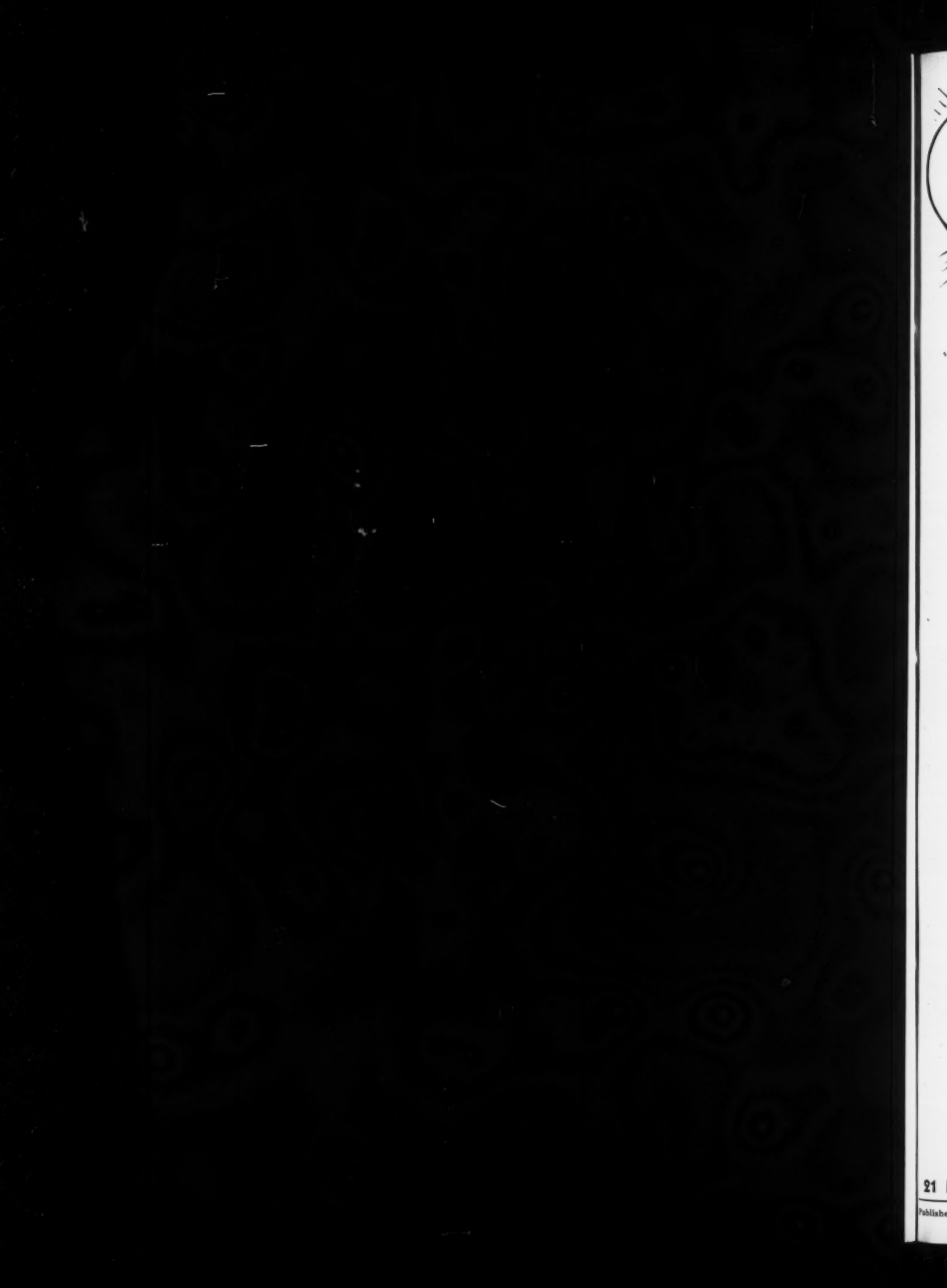
Big Aggie

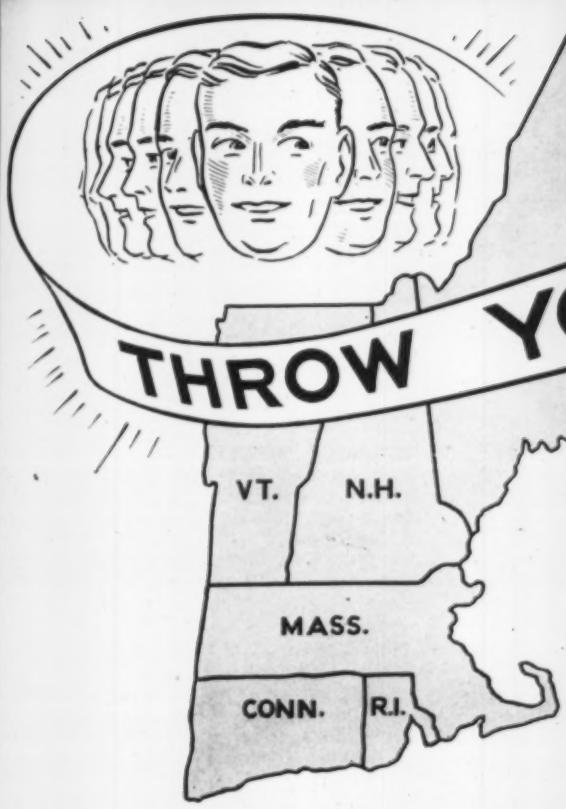
WNAX

A Cowles Station

SIOUX CITY · YANKTON

Represented Nationally by the Katz Agency





THROW YOUR VOICE

into all corners of New England!

THROW your voice into every nook and corner of this prosperous six-state area, via The Yankee Network. Its 23 friendly, locally-accepted, home-town stations offer you a partnership in New England's most comprehensive coverage.

Truly a great New England institution, The Yankee Network gives your message the advantage of direct, local impact. The daily lives of millions of New Englanders revolve around their local community, of which their home-town Yankee station is an integral part.

More and more Yankee advertisers are steadily reaping the harvest of this intimate local acceptance.

23 STATIONS

WNAC Boston
WEAN Providence
WICC (Bridgeport / New Haven)
WAAB Worcester
WCSH Portland
WLLH (Lowell / Lawrence)
WSAR Fall River
WLBZ Bangor
WHTD Hartford
WATR Waterbury (Conn.)
WFEA Manchester
WBRK Pittsfield
WHYN (Holyoke / Springfield)
WNLC New London
WEIM (Fitchburg / Leominster)
WLNH Laconia
WRDO Augusta
WCOU (Lewiston / Auburn)
WHAI Greenfield
WSYB Rutland
WHEB Portsmouth
WDEV Waterbury (Vt.)
WWSR St. Albans

Plus FM Stations

WMTW Mt. Washington
WGTR Mt. Paxton

Acceptance is **The Yankee Network's** *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

DON'T take it for granted that FM allocations hearing Friday will be all milk and honey for Zenith and other low-band zealots. FCC engineering department is planning to pop new measurements to support Commission decision favoring high band.

AS FCC opens clear channel hearings today it has one of the biggest stacks of statistics in the history of statistically minded Washington. Census Bureau, which handled mechanics of surveying weak-coverage areas for FCC, has supplied it with 55,000 tables on radio coverage. Census Bureau's job ended there; it's up to FCC to masticate the data.

WITH ITS eyes always televisionward, NBC is giving West Coast Vice President Sid Strotz free hand in developing video production. Separate department soon will be created. Most likely choice as manager is Hal Bock, veteran NBC West Coast publicity chief and student of video since early days.

RADIO package deals, all the rage in Hollywood, are invading motion picture field. Hot conversations now in progress for Dr. Kildare rights from MGM, with Biow Agency making pitch presumably for Philip Morris cigarettes through Orsatti Hollywood office.

WITH TELEVISION allocations set, Hollywood operators are redoubling activities looking toward large-scale syndication for video. In addition to big four, which are interested but look askance on Federal licensing, some 300 independent broadcasters see production field days ahead.

ACTION of Canadian Broadcasting Corp. in recanvassing whole question of American network affiliation of Canadian stations is causing conjecture whether CBC authorities have been collaborating with certain U. S. radio officials. CBC plan of nonexclusive network affiliation in many respects coincides with original thinking of certain FCC members.

HAVANA-BOUND Friday was Commissioner E. K. Jett of the FCC, accompanied by Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept., and K. Neal McNaughten, broadcast engineer in FCC's International Division, assigned to NARBA. Interference problems between Cuban and U. S. stations unquestionably will be informally discussed, particularly since Cuba is only nation to submit proposal for additional AM assignments for Feb. 4 interim meeting on NARBA treaty allocations. Cuban-U. S. conferees also likely to discuss informally how Cuba can make more efficient use of her present frequencies.

NAB'S CREATION of West Coast office, with Bob Coleson in charge [CLOSED CIRCUIT, Jan. 7], may be only forerunner of developments there. President Justin Miller, native Californian, who has permanent home in greater Los Angeles, wouldn't be averse to an office there to be used several months during year.

Upcoming

Jan. 14: FCC Hearings on Clear Channels. Departmental Auditorium, 13th & Constitution Ave., Washington, 10:30 a.m.

Jan. 14: Roundtable on FM tests in high and low bands, Washington Section, IRE. Potomac Electric Power Co. auditorium, 10th & E, N. W. 8 p.m.

Jan. 17: Television Broadcasters Assn. Board meeting, TBA hdqtrs., New York.

Jan. 18: FCC Hearing on FM Allocations. Commerce Dept. auditorium, 14th & E, N. W., Washington. 10 a.m.

Jan. 23-26: IRE winter meeting, Hotel Astor, New York.

Jan. 24: Council on Radio Journalism, Neil House, Columbus, O., 2 p.m.

Jan. 28-30: RMA Midwinter Conference Stevens Hotel, Chicago.

(NAB district meetings, page 16)

Bulletins

CONFERENCES in New York between Bing Crosby, John Kraft of Kraft Foods Co. and J. Walter Thompson executives ended in stalemate late Friday, with Kraft suit against Crosby [BROADCASTING, Jan. 7] standing. Singer will file answer. He proposed to return to Kraft spot for 13 weeks, agreeing to sign no other contracts opposite Kraft period. Sponsor rejected offer, decided to press suit.

BECAUSE of widespread interest in labor unrest, NBC cancelled foreign pickups on Alka-Seltzer quarter-hour news period Friday (7:15-7:30 p.m.), did pickups from New York, Washington, Chicago, Detroit and Pittsburgh.

GENERAL ELECTRIC Co. will begin delivery of 250 w FM transmitters March 1, with 1 and 3 kw units ready by April 1 to customers who made reservations, William G. Broughton of GE Transmitter Division, revealed in Washington Friday at Statler Hotel luncheon of 100 radio engineers and FCC officials. Mr. Broughton demonstrated and described new GE Phasitron high frequency modulator as "the most revolutionary development since crystal control". Phasitron tube was invented by Dr. Robert Adler of Zenith Radio Corp. and will be used in all FM transmitters by GE.

NEGOTIATIONS for refinancing Associated Broadcasting System, fifth cross-country network, are "rapidly approaching a climax," an ABS spokesman said Friday. He declined to discuss details or name names, stating merely that door was still open to anyone interested in joining forces with Atlas Corp. which holds a 30% interest, and Leonard A. Versluis, ABS founder, who will retain possibly 25% in developing the new network.

Business Briefly

ESSO RENEWS ● Standard Oil Co. of New Jersey, New York, renews *Esso Reporter*, five-minute newscasts 26 times a week Mon.-Sat. on 38 stations for 52 weeks. Agency, Marschalk & Pratt, New York.

METROPOLITAN PLANS ● Metropolitan Life Insurance Co., New York, starts initial spot campaign on stations in following cities on Feb. 1 for 13 weeks: New York, Philadelphia, Chicago, San Francisco, St. Louis, Boston, Atlanta, Washington. Outlets not selected. More stations will be added after initial campaign. Agency, Young & Rubicam, New York.

MORRIS REPLACEMENTS ● Philip Morris & Co. on Jan. 22 replaces *Johnny Presents* on 114 NBC stations with *Philip Morris Follies of 1946*, Tuesday, 8-8:30 p.m. On Feb. 1 firm replaces *It Pays to Be Ignorant*, CBS Friday, 9-9:30 p.m., with *Holiday & Co.* Agency, Biow Co., New York.

REYNOLDS PEN CAMPAIGN ● Jayden Sales Co., Chicago, began sponsorship Jan. 14 of a test campaign to sell Reynolds pens by radio using 10 spots weekly for three weeks on WDWS WDZ and KWTO. Agency, Craig Dennison Adv., Chicago.

ECONOMY PROGRAM SPONSORED ● Quarter-hour program *Keeping Up With the Wigglesworths*, designed to give economic information in entertainment form, now sponsored for 26 weeks on WOR WIBA KPQ WSAN WFOC WMAS and sustaining on 20 other stations. Created by New Tools for Learning, nonprofit organization working in cooperation with *Chicago Round Table*, New York U. film library, under auspices of Alfred P. Sloan Foundation, produced by Laurence Hammond.

WISE ON MBS ● William Wise & Co., New York (book publisher), starts Commentator Louis Kaufman on KQV Pittsburgh for 13 weeks on 31 Mutual stations on Jan. 26, Sat. 2-2:15 p.m. Agency, Huber Hoge & Sons, New York. Company also sponsors Galen Drake on ABC Saturday mornings and Sunday afternoons.

CONRAD APPOINTS ● Conrad Razor Blade Co., New York, has appointed John A. Fineran Inc., New York, to handle advertising. Spot announcement campaign starts in March.

MGM SPOTS ● MGM Corp., New York ("Adventure"), started daily half-minute and one-minute announcements on WNEW WABC WEAF WJZ WOR WOV WHN and WMCA New York on Jan. 10 through Jan. 31. Agency, Donahue & Coe, New York.

KLEIN NOODLE SCHEDULE ● Mrs. Klein's Noodle Co., Chicago (French fried popcorn) begins sponsorship Jan. 20 of one station breakweekly on WBBM Chicago and four weekly on WCFL Chicago, both 52-week contracts. Additional stations will be bought later. Agency, Malcolm-Howard, Chicago.

Aladdin

AND HIS WONDERFUL LAMP

"Had Nothing on Radio"

For sheer magic this world has yet to learn of anything as wondrous as Radio.

YET THERE IS NO MAGIC
in putting Radio to work for you.

What's needed is an abundance of earthly knowledge which can come only from long experience. You need selected markets with the superior facilities and productive programming that creates greater sales for you. All this can be had from these stations.

●

REPRESENTED NATIONALLY BY

★ ★ ★ EDWARD PETRY & CO., INC. ★ ★ ★

NEW YORK · CHICAGO · LOS ANGELES
DETROIT · ST. LOUIS · SAN FRANCISCO

SPOT RADIO LIST		
WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	ABC
KARM	Fresno	CBS
WJR	Detroit	CBS
WHTD	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KHQ	Spokane	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

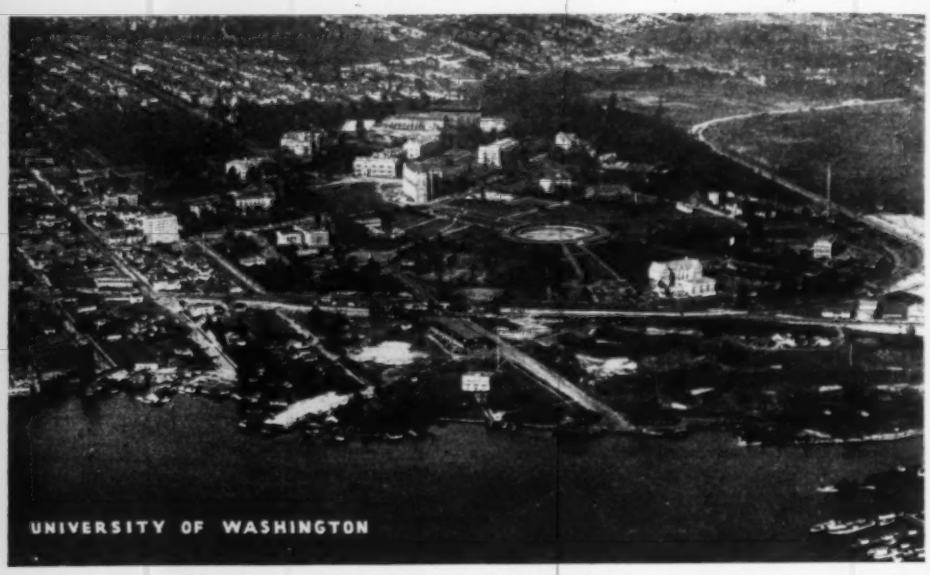
THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

HIGHER EDUCATION

22% MORE RECEIVE COLLEGE TRAINING



UNIVERSITY OF WASHINGTON

The Pacific Northwest enjoys extremely high educational standards. In Washington 31% more students complete high school and 22% more complete college, than the national average in proportion to population. Schools in the State are exceptionally well staffed and equipped. The University of Washington has a 20 million dollar plant with over ten thousand students. It ranks tenth among the state universities of the United States in enrollment. These higher educational standards are indicative of the generally higher standards of living which prevail in the Pacific Northwest.

KIRO is the only 50,000-watt station in this rich market... it brings Columbia Programs to Seattle, Tacoma, and the prosperous surrounding country of the Pacific Northwest.

SEATTLE TACOMA

KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts

710 kc

CBS

Represented by

FREE and PETERS, Inc.

BROADCASTING

TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Rufus Crater, Norma Pugliese, Adele Porter, Molly Jackson.

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Cleo Kathas. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

CIRCULATION

BERNARD PLATT, *Circulation Manager*

Dorothy Young, Herbert Hadley, Leslie Helm

NEW YORK BUREAU

250 Park Ave. *PLaza 5-8355*

EDITORIAL: Bruce Robertson, *New York Editor;* Edwin H. James, Florence Small, Dorothy Macarow, Doris Gooch.

ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU

360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

1509 North Vine St., Room 217. *GL*adstone 7353.
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE $5.00 PER YEAR, 15c PER COPY

A World of CELLOPHANE *is produced in* NASHVILLE

DuPont's big Nashville plant turns out millions of pounds of Cellophane annually . . . Nashville is outstanding, too, as a manufacturing center for Shoes, Furniture, Bedding, Work Clothes, Barges and many other items on the post-war shopping list. Cheap power supplied by the Tennessee Valley Authority, as well as other natural resources, are making many industries turn their eyes to the rich Nashville area, already a banner market . . . Let WSIX help you make the most of it.

AMERICAN
MUTUAL

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

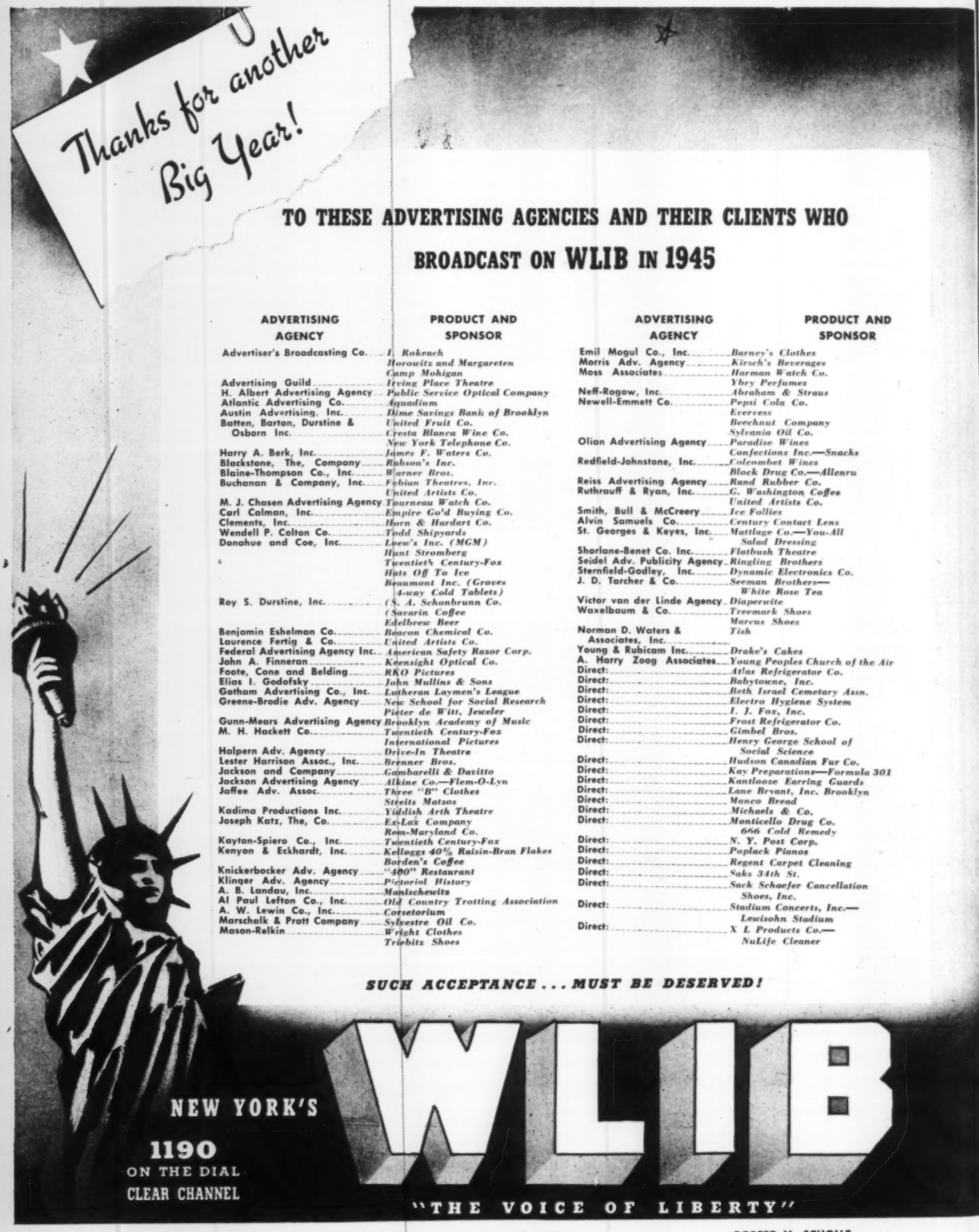
5000 WATTS
980 K.C.

WSIX gives you all three: Market, Coverage, Economy

In the Nashville Market with over a million potential buyers, WSIX offers wide coverage, a big audience attracted by top American and Mutual programs . . . and a low listener cost!

Represented Nationally by

THE KATZ AGENCY, INC.



TO THESE ADVERTISING AGENCIES AND THEIR CLIENTS WHO BROADCAST ON WLIB IN 1945

ADVERTISING AGENCY	PRODUCT AND SPONSOR
Advertiser's Broadcasting Co.	*I. Rokeach*
	Horowitz and Margareten
	Camp Mohigan
Advertising Guild	*Irving Place Theatre*
H. Albert Advertising Agency	*Public Service Optical Company*
Atlantic Advertising Co.	*Aquadium*
Austin Advertising, Inc.	*Dime Savings Bank of Brooklyn*
Batten, Barton, Durstine & Osborn Inc.	*United Fruit Co.*
	Cresta Blanca Wine Co.
	New York Telephone Co.
Harry A. Berk, Inc.	*James F. Waters Co.*
Blackstone, The, Company	*Rubson's Inc.*
Blaine-Thompson Co., Inc.	*Warner Bros.*
Buchanan & Company, Inc.	*Fabian Theatres, Inc.*
	United Artists Co.
M. J. Chasen Advertising Agency	*Tourneau Watch Co.*
Carl Calman, Inc.	*Empire Go'd Buying Co.*
Clements, Inc.	*Horn & Hardart Co.*
Wendell P. Colton Co.	*Todd Shipyards*
Donahue and Coe, Inc.	*Loew's Inc. (MGM)*
	Hunt Stromberg
	Twentieth Century-Fox
	Hats Off To Ice
	Beaumont Inc. (Groves 4-way Cold Tablets)
Roy S. Durstine, Inc.	*(S. A. Schonbrunn Co.*
	(Savarin Coffee
	Edelbrew Beer
Benjamin Eshelman Co.	*Beacon Chemical Co.*
Laurence Fertig & Co.	*United Artists Co.*
Federal Advertising Agency Inc.	*American Safety Razor Corp.*
John A. Finneran	*Keensight Optical Co.*
Foote, Cone and Belding	*RKO Pictures*
Elias I. Godofsky	*John Mullins & Sons*
Gotham Advertising Co., Inc.	*Lutheran Laymen's League*
Greene-Brodie Adv. Agency	*New School for Social Research*
	Pieter de Witt, Jeweler
Gunn-Mears Advertising Agency	*Brooklyn Academy of Music*
M. H. Hackett Co.	*Twentieth Century-Fox*
	International Pictures
Halpern Adv. Agency	*Drive-In Theatre*
Lester Harrison Assoc., Inc.	*Brenner Bros.*
Jackson and Company	*Gambarelli & Davitto*
Jackson Advertising Agency	*Alkine Co.—Flem-O-Lyn*
Jaffee Adv. Assoc.	*Three "B" Clothes*
	Streits Matzos
Kadima Productions Inc.	*Yiddish Arth Theatre*
Joseph Katz, The, Co.	*Ex-Lax Company*
	Rem-Maryland Co.
Kayton-Spiero Co., Inc.	*Twentieth Century-Fox*
Kenyon & Eckhardt, Inc.	*Kelloggs 40% Raisin-Bran Flakes*
	Borden's Coffee
Knickerbocker Adv. Agency	*"400" Restaurant*
Klinger Adv. Agency	*Pictorial History*
A. B. Landau, Inc.	*Manischewitz*
Al Paul Lefton Co., Inc.	*Old Country Trotting Association*
A. W. Lewin Co., Inc.	*Corsetorium*
Marschalk & Pratt Company	*Sylvestre Oil Co.*
Mason-Relkin	*Wright Clothes*
	Triebitz Shoes

ADVERTISING AGENCY	PRODUCT AND SPONSOR
Emil Mogul Co., Inc.	*Barney's Clothes*
Morris Adv. Agency	*Kirsch's Beverages*
Moss Associates	*Harman Watch Co.*
	Ybry Perfumes
Neff-Rogow, Inc.	*Abraham & Straus*
Newell-Emmett Co.	*Pepsi Cola Co.*
	Everyess
	Beechnut Company
	Sylvania Oil Co.
Olian Advertising Agency	*Paradise Wines*
	Confections Inc.—Snacks
Redfield-Johnstone, Inc.	*Colcombet Wines*
	Block Drug Co.—Allenru
Reiss Advertising Agency	*Rand Rubber Co.*
Ruthrauff & Ryan, Inc.	*G. Washington Coffee*
	United Artists Co.
Smith, Bull & McCreery	*Ice Follies*
Alvin Samuels Co.	*Century Contact Lens*
St. Georges & Keyes, Inc.	*Mattlage Co.—You-All Salad Dressing*
Shorlane-Benet Co. Inc.	*Flatbush Theatre*
Seidel Adv. Publicity Agency	*Ringling Brothers*
Sternfield-Godley, Inc.	*Dynamic Electronics Co.*
J. D. Tarcher & Co.	*Seeman Brothers—White Rose Tea*
Victor van der Linde Agency	*Diaperwite*
Waxelbaum & Co.	*Treemark Shoes*
	Marcus Shoes
Norman D. Waters & Associates, Inc.	*Tish*
Young & Rubicam Inc.	*Drake's Cakes*
A. Harry Zoog Associates	*Young Peoples Church of the Air*
Direct:	*Atlas Refrigerator Co.*
Direct:	*Babytowne, Inc.*
Direct:	*Beth Israel Cemetary Assn.*
Direct:	*Electro Hygiene System*
Direct:	*I. J. Fox, Inc.*
Direct:	*Frost Refrigerator Co.*
Direct:	*Gimbel Bros.*
Direct:	*Henry George School of Social Science*
Direct:	*Hudson Canadian Fur Co.*
Direct:	*Kay Preparations—Formula 301*
Direct:	*Kantlooze Earring Guards*
Direct:	*Lane Bryant, Inc. Brooklyn*
Direct:	*Manco Bread*
Direct:	*Michaels & Co.*
Direct:	*Monticello Drug Co. 666 Cold Remedy*
Direct:	*N. Y. Post Corp.*
Direct:	*Poplack Pianos*
Direct:	*Regent Carpet Cleaning*
Direct:	*Saks 34th St.*
Direct:	*Sack Schaefer Cancellation Shoes, Inc.*
Direct:	*Stadium Concerts, Inc.—Lewisohn Stadium*
Direct:	*X L Products Co.—NuLife Cleaner*

SUCH ACCEPTANCE . . . MUST BE DESERVED!

NEW YORK'S

1190

ON THE DIAL

CLEAR CHANNEL

WLIB

"THE VOICE OF LIBERTY"

E. H. TWAMLEY
General Manager

DOROTHY S. THACKREY
Chairman of the Board

ROBERT M. SCHOLLE
Vice-President, Sales

In Cincinnati it's our MOVE!

IN a week or ten days we will be in our new studios in Downtown Cincinnati.

New studios, new offices and a new opportunity to serve Greater Cincinnati.

In Cincinnati, *It's Our Move!*

Represented Nationally by LEWIS H. AVERY, Inc.

WSAI
A Marshall Field Station

In Front ★ KFOR

GLOBE LAUNDRY

Six quarter hour programs per week . . .

P. R. CHEVALIER COMPANY

Three quarter hour programs per week . . .

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

GORDON GRAY, General Mgr
MELVIN DRAKE, Station Mgr

BASIC AMERICAN; MUTUAL NETWORKS

Feature of the Week

CLICHE collector is Robert Saudek, ABC public relations director, who has contributed a collection of choice ones dealing with network sales to the *ABC Closed Circuit*, network house organ. With a "deep knee-bend" to Columnist Frank Sullivan he submits this testimony of a cliche expert on network sales:

Q. Mr. Pitcher, you have been in network sales for a long time and I understand you are just the man to explain your department's operations in their native tongue.

A. I like to think that I have know-how, yes. Just what are you shooting at, sir?

Q. Well, first I'd like to ask how you characterize radio as an advertising medium.

A. A strong selling tool affording intensive coverage of the prime money markets.

Q. And what kind of salesmen do you employ?

A. Aggressive, intelligent salesmen who use selling tools and sales ammunition with salesmindedness.

Q. What do they give the client, Pitcher?

A. The benefit of our overall thinking; sometimes we call it "a unique opportunity."

Q. Thank you. Now, would you tell us exactly what you sell?

A. A valuable franchise in prime time. You see, we call up a prospect on the 10th floor of our building and ask if we can drop up to see him.

Q. Drop Up? Don't you ever drop down?

A. Not at ABC. Being on the 3rd floor we always have to drop up to make a quick pitch.

Q. What is the nature of the average quick pitch, Mr. Pitcher?

A. Well, first we net it all down, to see just what it nets down to.

Q. And then—?

A. We show them the definite

(Continued on page 75)

Sellers of Sales

ALTHOUGH he started in radio on the musical side, Stanley Holmes Pulver, radio account executive of Dancer, Fitzgerald & Sample, New York, soon switched to business.

Born in Washington, D. C., on October 24, 1910, Stanley remained there for the first six weeks of his life. Thereafter he moved with his folks to Portland, Ore., Chicago and, when he was six years old, to Brooklyn, where he lived until 1939.

He received a B.A. degree at Columbia U., majoring in business administration and English and graduating in the top 10% of his class. In his senior year, he was president of the Glee Club and of his fraternity, Sigma Alpha Epsilon. He also was a member of the band.

STANLEY

During his growing-up years he barnstormed through the country playing with band combos. His first break in radio came while playing with such a group on such radio stations as WGBS, the Gimbel's Department Store station, and WPCH on top of the Park Central Hotel, in New York. He also played with various band groups and announced on WHN and WNYC N. Y.

In 1931, when he graduated from school, Stanley took a job with Reid Ice Cream Co., a subsidiary of Borden Co., as secretary to the executive vice president. Two years later he went to work for his father in Wall Street in a financial advisory service. In 1935 he returned to broadcasting in the business end as secretary to Edward Klauber, then executive vice president of CBS. Four years later—1939—he spent a six-month apprenticeship with CBS Radio Sales and then became sales service manager of WABC, the network's key station in New York. In 1944 he dropped out of the radio picture for a few months when he joined Bendix Aviation Corp. as supervisor of the contract department in charge of sales and contracts.

But the radio bug had infected him and Stanley returned to the fold with the Biow Co., New York, as assistant business manager of the radio department. While there he handled the radio spot campaign for the Democratic National Committee during the 1944 presidential campaign.

On Oct. 1, 1945, he switched to his present position with Dancer, Fitzgerald & Sample as radio account executive. His duties include time buying and client contacting. He buys time under the supervision of Robert Buckley, media director, for the following American Home products: Anacin, Kolynos, Bi-So-Dol, Hills Cold Tablets, Freezone.

The Pulvers—she was the former Edith Horrigan—have been married for 14 years. They have one daughter, Carol, 10. Her father has taught her to play piano and coaches her in singing. The Pulvers own their own home in Ridgewood, New Jersey.

Stanley is a member of the University Glee Club. During the war years, he was zone warden in his town's Air Warden Service.

NBC BASIC STATION

YOU SELL WITH WDEL

WILMINGTON DELAWARE

For sure returns on your advertising —investigate this station which covers the prosperous industrial and agricultural area comprised of: Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS DAY AND NIGHT

Represented by RAYMER

ROYAL CROWN COLA PROVES IT!

Royal Crown Bottling Company of Newark, Inc., bottlers of Royal Crown Cola,—**"best by taste test"**, must have *complete* coverage in America's fourth largest market. So, in July, 1941, the Nehi Corporation bought six, 1-minute "spots" per week on WAAT. From that modest beginning, Royal Crown Cola, year after year, has been renewing and continuously using New Jersey's First Station. Yes, from 6 "spots" to 168 "spots" per week, *because they know:*

WAAT delivers more listeners per dollar in America's 4TH Largest Market* than any other station— including all 50,000 watters!

** Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

WAAT

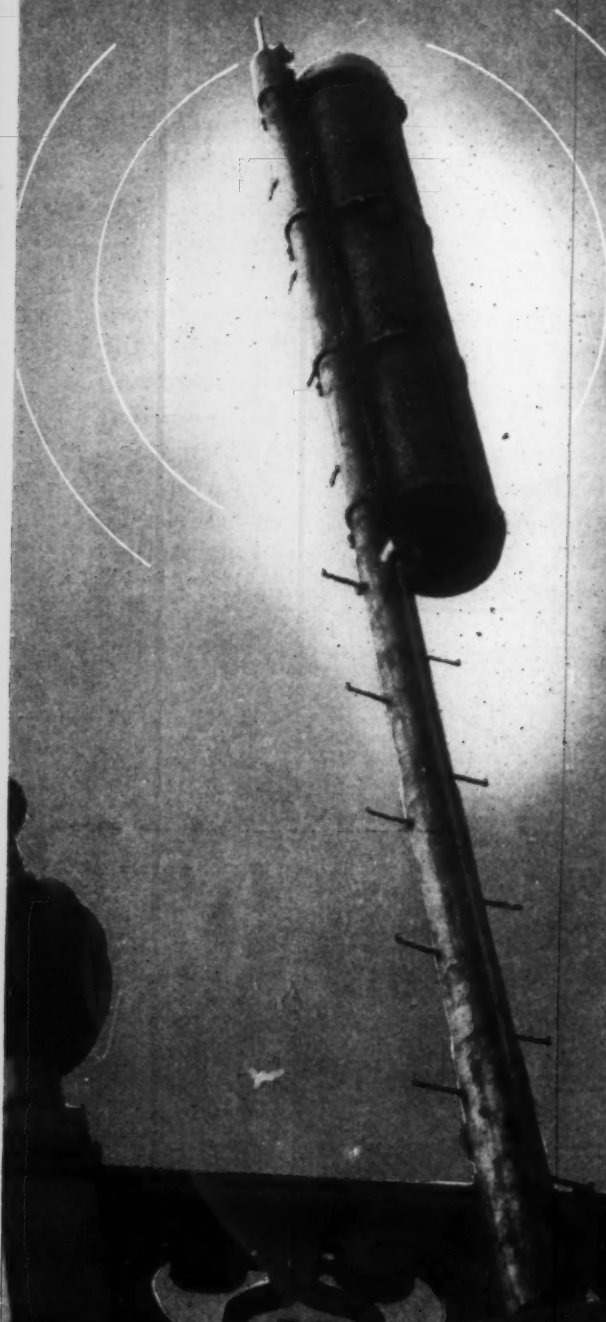
970 KC
NEWARK, N. J.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

FROM THE BUILDERS OF FINCH FACSIMILE

For Quick Delivery...



the new FINCH ROCKET* FM ANTENNA

The Rocket* Antenna designed by Andrew Alford and built by Finch Telecommunications Inc., for FM and Facsimile station WGHF, New York, is now inexpensively available for all FM stations on the new high-frequency assignments.

Simple, rugged, uncritical with the seal end insulator protected from the elements. Omnidirectional coverage. Pure horizontal polarization. A single unit has a substantial gain over a comparative half wave; several antennas may be stacked to obtain still higher gain.

Constructed promptly to order at reasonable cost. Write or call for particulars.

FINCH TELECOMMUNICATIONS INC.
PASSAIC, N. J.
NEW YORK SALES OFFICE · 10 EAST 40th STREET

*Trade Name — Rocket Antenna as installed for New York's new FM and FAX Broadcasting station WGHF, 10 E. 40th St.

finch *First in Facsimile*

Business Leaders plan for *Louisville!*

☆ The Courier-Journal
The Louisville Times
Radio Station WHAS
The Standard Gravure Corp. *plan . . .*

AS A CLOSE daily observer of the Louisville and Kentuckiana scene and a factor of some importance in the area's growth and development, The Courier-Journal and Louisville Times Company have really big plans for Louisville. They include:

1. A modern new newspaper and radio building at Sixth and Broadway. The land is purchased, the ground has been cleared and excavation will be started in a few weeks. The office building will be 130 x 120 feet and five stories high. The printing plant, in the rear, will be 175 x 200 feet and three stories high. This new home will be modern to the minute and air-conditioned throughout.

2. New presses for the newspapers—24 units with four pairs of folders; with latest facilities for printing one, two and three colors with black in hairline register. Ample provisions will be made in new building for even greater expansion in the future.

3. New rotogravure color presses and folders—the new equipment now definitely on order, will quadruple The Standard Gravure's capacity for superb color gravure printing.

4. A new home for WHAS—two entire floors of the new building will be given over to 50,000-watt, clear-channel Radio Station WHAS. The facilities and the equipment will be in keeping with WHAS' great service to the central American area.

The new building and all the new equipment, representing an investment of more than $3,000,000, are evidence of our complete confidence in the continued growth of Louisville and the Louisville market.

BARRY BINGHAM, *President*

☆ The Hoosier Panel Co. *plans . . .*

AT the start of the war we converted to the production of hardwood plywood stock for aircraft, trainer planes and The Signal Corps. In 1942 we started producing waterproof plywood for Liberty and Victory ships. From this time until V-J Day approximately 90% of our production was for these items for our armed forces. We were extremely proud of the recognition accorded us by the Rice Leaders of The World Association. In January, 1945, they presented us their Award of Merit.

We are reconverting as rapidly as possible to our normal production of custom made hardwood plywood for furniture, radios, desks and architectural lines. During the war it was necessary for us to increase our floor space and add some machinery. As soon as critical materials are available and we get into full production, we will use all of our expanded facilities. Our employment fell off somewhat during the war due to the manpower shortage. Before the war we employed more than 300 people. Our post-war needs will exceed this.

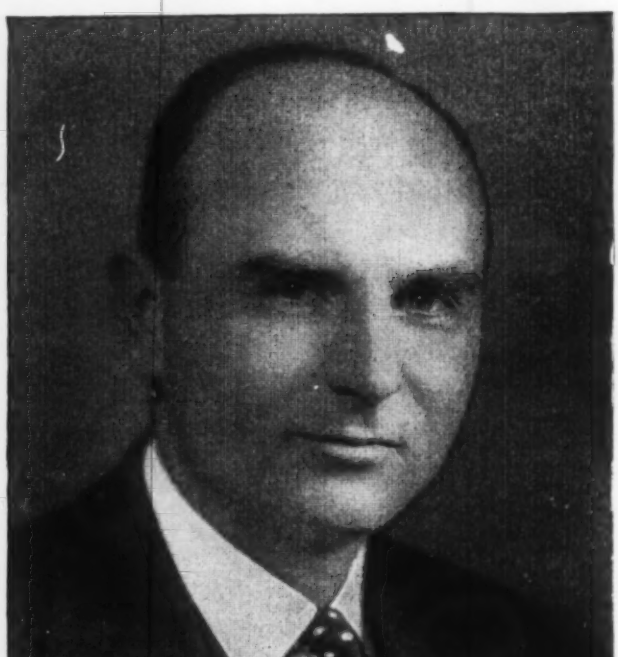
We are looking forward to a great future. Developments during the war of waterproof plywood has created many more uses for hardwood plywood. With our added facilities we are in position to increase our production above any prewar level.

A. O. BINFORD, *President*

No. 14 in a series of messages about plans for Louisville

We should like to send you a copy of our 40-page book "28 Business Leaders Plan for Louisville."

The Courier-Journal
THE LOUISVILLE TIMES
Radio Station WHAS



One year, Georgetown University
Two years, New York Sun
Three years, New York Times
Five years, Parish-Burnham Advertising Agency
Two years, The Sportsman Magazine
Four years, Advertising Manager, The Druggists' Circular.
Three years, J. P. McKinney & Son
Free & Peters (New York Office) since Jan., 1944

Seriously, men, it's

FRANK X. FITZPATRICK!

All business and no monkey-business—that's the word for Frank Fitzpatrick. Give him a job to do, and it's already half finished. Which is no mean talent in this day of our Lord, and many advertisers and agencies have acknowledged it by giving Frank their unqualified confidence and respect.

Yes, with Frank as with all the rest of our "F&P Colonels", *work* is the answer to making spot-broadcasting a profitable business for our customers, for the stations we represent, and for ourselves. Most of us can always find time for a lot of fun in our jobs, and none of us, we hope, even remotely resemble a sour-puss. But search as you will, we think you'll not find many organizations in which honest-to-goodness *hard work* is more vigorously or consistently practiced.

That, we think, is one of our "priceless ingredients", here in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
...IOWA...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
...SOUTHEAST...	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
...SOUTHWEST...	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
...PACIFIC COAST...	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | DETROIT: *645 Griswold St.* Cadillac 1880 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING

VOL. 30, NO. 2 WASHINGTON, D. C., JANUARY 14, 1946 $5.00 A YEAR—15c A COPY

Net Lines Open; Strikes Jam Operations

Broadcasters Keep Fingers Crossed; Shows Go On

By EDWIN H. JAMES

U. S. RADIO felt little immediate dislocation as the result of strikes which spread last week through the American telephone system.

No network failures were reported in the opening hours of strike. None had been expected. But there were minor inconveniences in intranetwork operational communications.

Many a radio traffic manager, accustomed to depend upon the numerous normal means of rapid communications for operational messages, wore a wrinkle in his brow now that TWX, long-distance telephone and Western Union services were failing.

Only traffic which non-leased long lines would bear was emergency in nature. Such messages as those concerning last-minute program changes were, on Friday morning, considered as "emergency" by telephone companies. But would these messages be classified as such a week from now when it was reasonable to assume that lines would be thoroughly snarled?

Leased lines of networks and press services were not affected immediately. AT&T insisted that supervisory personnel could keep those lines operating despite the strike.

Choking hands, radiomen knew, could reach out from one of two sleeves, perhaps from both: (1) the strike last Wednesday of 8,000 telephone installation workers in 44 states; (2) the strike, now more than a week old, of 17,000 employes of 21 Western Electric Co. plants in New York and northern New Jersey. Supplementary throttling which had little effect on radio operations had already isolated New York from all except highest priority telegraph messages.

Dangers Galore

Where, if anywhere, would the pinch in U. S. radio operations come? For a week, radiomen had been pondering this question. One fact was reassuringly clear: Unless "unforeseen circumstances" arose, telephone companies could keep network broadcast wires open in spite of strikes. But many a circumstance, unforeseen now, could become menacingly observable if general strike conditions prevailed for long.

Biggest threat to uninterrupted broadcast operations was the possibility of damage to telephone circuits by winter's storms. If storms were severe and line damage extensive, radiomen knew that the skeleton crews of supervisory employes who would continue to work despite strikes would be insufficient to keep lines open.

Broadcasting, if not an immediate target of the clutching hand, was at least jeopardized by it. Said one radio official: Even if optimum operating conditions prevailed in strike-bound telephone exchanges, "we'll experience a little clumsiness." Networks reported they had suffered little from the three-day-old Western Union strike. Question was: How much would the combination of a telegraph and telephone labor war increase the chance of suffering?

The strike of New York Western Union operators, members of the American Communications Assn. (CIO), had little effect on agencies which, like radio, operate either their own or leased telephone circuits for rapid communications. But the volume of traffic carried to and from New York by the struck Western Union Co., was reduced to 15% of normal, and many a smaller agency, depending upon Western Union, was hurt.

Employes of overseas communications companies, such as RCA or Mackay, refused to handle copy destined to be or already handled by Western Union. Volume of communications between New York and overseas points was estimated to be 30 to 40% below normal. Overseas radio broadcasts were not affected.

Possible Picketing

On Thursday the tension reached its peak. In New York's Biltmore Hotel, where they had been deadlocked in fruitless negotiations for more than a week, representatives of the Assn. of Communications Equipment Workers and of Western Electric Co. faced a showdown conference. That morning the conferees had reached a point of near-exhaustion.

ACEW's strikers were already off their jobs, but their picketing had not yet begun. ACEW's president, Ernest Weaver, was waiting to apply the painful pinch of picketing only after it became obvious that further negotiations would fail to wrest from the company the numerous benefits which the union demands.

To New York on Thursday scurried Bernard J. Forman, of the U. S. Labor Conciliation Service, bearing from Secretary of Labor Lewis B. Schwellenbach a message which he hoped would inject some lively plasma into the rapidly sinking negotiations. Said Mr. Forman: ". . . the Department of Labor is vitally interested . . . it will leave no stone unturned to assist in reaching an amicable settlement."

Supplied with this thin plasma delivered by Mr. Forman, Jacob R. Mandelbaum, the U. S. conciliator who had been engaged in efforts to bring Western Electric management and labor together for nearly two weeks, experimentally pumped it into the ailing conference. Soon afterward the con-

(*Continued on page 88*)

Radio Dollar Leads Media in Results

National Message Goes Into Thousand Homes At Cost of $5.30

FOR an expenditure of $1 the national advertiser can reach 114 families through weekly magazines, 122 families through newspapers, 139 families through women's magazines and 189 families through network radio.

Put another way, network radio delivers the advertiser's message, wrapped up in a half-hour evening program, at an average cost of $5.30 per thousand homes. Full-page ads in the leading women's magazines do the job at $7.20 per thousand homes, or 36% more than radio. Newspaper ads of 650 lines cost $8.28 to reach a thousand homes, 55% greater than radio. Full pages in the national weeklies cost $8.75 per thousand homes, 65% above the cost of radio.

Those conclusions were effectively proved last Wednesday in a presentation of "How Much for How Many?" prepared for the NAB by CBS and NBC and presented by Charles H. Smith, market research counsel for the CBS network sales department, before the Media Men's Assn. of New York. In making the presentation Mr. Smith stressed two points: That cost is only one factor, albeit an important one, in the choice of the medium to carry any specific advertising campaign and that radio had not initiated the comparison of media on a cost basis but was merely concluding a discussion of comparative costs begun last spring in newspaper and magazine presentations to MMA.

Redistribution Shown

Opening the presentation with a chart showing the redistribution of the national advertising dollar in the last decade—during which radio's share has risen from 17 cents in 1935 to 33 cents in 1944, magazines share has risen slightly from 31 cents to 34 cents, and newspapers share has dropped from 43 cents to 26 cents—Mr. Smith repeated that cost was only one of the reasons for radio's growth of popularity with advertisers.

Getting down to specific comparisons, Mr. Smith showed that the circulation of a full major network is 28,135,000 families who listen to it with some degree of frequency. As a comparable figure for newspapers, he took the 19,901,375 families reached by 128 evening papers in cities of more than 100,000 population. Evening papers were used, he said, as they tend to be read by the entire family and are comparable to family listening to evening network programs. Larger cities were used as generally they offer the most economical newspaper buys, he said, adding that if smaller city papers were added to bring the newspaper family total to that of radio the newspaper costs would rise appreciably.

But these figures are merely potentials, Mr. Smith pointed out. Taking the average Hooper rating of 10.6 for all NBC and CBS half-hour programs for the year preceding September 1945, and the rating of 16 shown by the Continuing Study of Newspaper Reading for newspaper ads of from 500 to 800 lines, he reported that network radio delivers 2,982,310 listening families and newspapers 3,184,220

(*Continued on page 77*)

Quaker Oats, Ired, Moves to Mutual

Resents CBS Demand It Put On a Comedy Program

ATTEMPTS by CBS to eliminate *Those Websters* (9:30-10 EST) sponsored by Quaker Oats Co., Chicago, from its Friday night schedule brought quick action from the sponsor. R. Douglas Stuart, Quaker president, said Thursday that the program, produced by Ruthrauff & Ryan, Chicago, would switch to MBS 6-6:30 p.m. Sunday on March 3. Effective with the change *Those Websters* will be heard on 300 stations, including 288 on full MBS.

Decision followed long dispute between William C. Gittenger, CBS vice president in charge of network sales, and the sponsor. CBS contended *Those Websters* should be replaced by a comedy program.

Criticizes Network

Mr. Stuart said: "One of the reasons for making the change is that we believe the position taken by CBS is unjustified and in our experience unprecedented. For more than three years we have been on CBS. We believe the new time will help us secure better coverage."

Donald B. Douglas, Quaker advertising vice president, told BROADCASTING: "We will reach more people at this new time over MBS at a lower cost per dollar. The saving will be used to increase our coverage on *Those Websters*, which we believe to be an excellent show for our product, CBS notwithstanding."

Those Websters is costing Quaker about $17,500 per week for time and talent. Latest Neilsen rating is 10.4, compared to *It Pays to Be Ignorant* (now cancelled) with 11.6, preceding it, and *Moore-Durante* with 12.1, following it.

DeWitt Mower, MBS Midwest account executive, brought in the Quaker account after negotiating for a series of transcribed programs starring Two-Ton Baker for Quaker and now on Don Lee.

Gould Resigns

PAUL GOULD, vice president, a member of board of directors and station manager of WLIB New York, resigned effective Jan. 10. Edgar Twamley, general manager of the station, will absorb Mr. Gould's duties. Mr. Gould is to be affiliated with his brother Elias I. Godofsky, former president and general manager of WLIB, on the establishment of FM stations.

KCMJ to CBS

KCMJ Palm Springs, Cal., owned by Palm Springs Broadcasting Co., and tentatively scheduled to start operations in late January on 1340 kc with 250 w, is to join list of CBS affiliates. William L. Murtough, CBS Hollywood engineer, is KCMJ chief engineer.

NAB District Meetings

17th District (Wash., Ore., Alaska), Hotel Olympic, Seattle, Jan. 14-15.
10th District (Iowa, Neb., Mo.), Fontenelle Hotel, Omaha, Jan. 25-26.
14th District (Mont., Col., Wyo., Idaho, Utah), Brown Palace Hotel, Denver, Jan. 28-29.
13th District (Texas), Baker Hotel, Dallas, Jan. 31-Feb. 1.
12th District (Okla., Kan.), Tulsa Hotel, Tulsa, Feb. 4-5.
6th District (Ark., La., Miss., Tenn.), Peabody Hotel, Memphis, Feb. 7-8.

Tentatively Scheduled

11th District (Minn., N. D., S. D., Wis., Mich., in part), Hotel Niccolet, Minneapolis, March 18-19.
8th District (Mich. exc. 2 cos., Ind.), Pantlind Hotel, Grand Rapids, March 21-22.
9th District (Ill., Wis. in part), March 25-26 (no site selected).
7th District (Ky., O.), Hotel Gibson, Cincinnati, March 28-29.
4th District (D. C., Va., W. Va., N. C., S. C.), Cavalier Hotel, Virginia Beach, Va., April 11-12.
Others to be held in April.

WOR To Rejoin NAB

WOR New York will rejoin NAB at invitation of President Justin Miller, Theodore C. Streibert, WOR president announced last Tuesday, after having been out of the association nearly five years. Mr. Streibert said: "The important problems to be solved in this first peace year require a united industry and the leadership of President Miller merits the support of every unit in the broadcasting field."

Dog Food Schedule

LEWIS DOG FOOD CO., Los Angeles, in early January started heavy schedule of spot announcements on 28 stations in twelve-western states. Average total of four spots weekly is being used in each market. Contracts are for 52 weeks. Firm in addition uses thrice-weekly *Canine Corral* on KXLA Pasadena, Cal., and participation schedule in *Make Believe Ballroom* on KFWB Hollywood. Elwood J. Robinson Adv., Los Angeles, has account.

NAB SMALL MARKET STUDY IS UNDERWAY

FIRST of a series of surveys covering all phases of small station operation gets underway this week under NAB auspices. Arthur C. Stringer, NAB director of promotion, is in the field making the surveys, with the first station located in the Southeast.

Plans call for a weeklong study in each of the 17 NAB districts but the program may be pruned somewhat should results in eight or ten cases provide adequate information. Study is under direction of the NAB Department of Broadcast Advertising, of which J. Allen Brown is assistant director in charge of small market stations.

Mr. Stringer is to be interviewed on the air by each station studied, explaining the project and telling how it is designed to provide information enabling stations to improve their public service. When all reports have been received from field investigations the information will be analyzed at NAB headquarters in Washington. Call letters of stations studied will not be disclosed.

Drawn for BROADCASTING by Sid Hix

"You see it all ties in with this communications strike!"

Ashbacker Case Rehearing Likely

Court Mandate for Further Proceedings Is Issued

NEW HEARING before the U. S. Court of Appeals for the District of Columbia likely will be held in the Ashbacker-Fetzer license dispute, the court clerk's office said last week.

That announcement followed receipt of the Supreme Court's mandate remanding the case to the lower court for "further proceedings in conformity with the opinion" of the highest tribunal. The Supreme Court had reversed the Court of Appeals and held that the FCC must conduct hearings before granting any construction permits where applications are mutually exclusive [BROADCASTING, Dec. 10].

The Supreme Court mandate was received last Monday at the Court of Appeals. Under general practice, where the high court's opinion is as specific as was that of the Ashbacker-Fetzer case, the lower court issues a mandate based on the opinion, according to communications lawyers. Joseph W. Stewart, clerk of the appeals court, was confined to his home last week by illness. In his absence an assistant said the court was expected to designate the case for re-hearing.

Filed in March 1944

In March 1944 John E. and Rhea Y. Fetzer, owners of WKZO Kalamazoo, filed application for a new standard station, WJEF Grand Rapids, on 1230 kc. A short time later Ashbacker Radio Corp., licensee of WKBZ Muskegon, Mich., filed to change frequency from 1490 to 1230 kc. The Commission in June 1944 granted the Fetzer application and designated the Ashbecker petition for hearing.

Ashbacker appealed, the U. S. Court of Appeals sustained the FCC and the Supreme Court reversed the appeals court. Meanwhile WJEF went on the air in January 1945. Shortly after the Supreme Court decision came down Ashbacker, through Segal, Smith & Hennessey, filed for special service authorization to operate WKBZ on 1230 kc [BROADCASTING, Dec. 24]. The Commission will take no action until the appeals court mandate comes down or until a new decision is reached, based on rehearing.

Fla. News Clinic

RADIO news clinic, third in a series conducted by NAB, was slated Jan. 12 at the Sheridan Plaza Hotel, Daytona Beach. Comdr. W. Wright Esch, WMFJ Daytona owner, was to be host. Conducting clinic were to be E. R. Vadeboncoeur, vice president of WSYR Syracuse and chairman of the NAB News Committee, and Arthur C. Stringer, NAB promotion director and committee secretary.

Miller Calls for Halt to FCC, AFM Inroads

To Meet Petrillo, Union Board Jan. 18

NAB's 1946 schedule of district meetings was launched last week in Los Angeles and San Francisco, where in his native West, President Justin Miller laid down a program of militant resistance to further encroachments of Government and labor unions upon radio's freedom, but with a "look before you leap" preamble.

While the new NAB spokesman's detailed views were presented "off-the-record" at the regular business sessions of the 16th (S. Cal., Ariz., N. M.) and 15th (N. Cal., Nev., Hawaii) districts, he discoursed on the same topics at luncheon addresses and during floor debates which were open.

At San Francisco the Petrillo problem was shifted to a closed session for NAB members only. It was revealed that Judge Miller had accepted an invitation to meet with the AFM international executive board at the Blackstone Hotel, Chicago, on Jan. 18 between 3 and 5 p.m. The telegraphic invitation from AFM President James C. Petrillo came as a result of a request by Mr. Miller.

AMIABLE quintet at banquet for NAB Board of Directors given by Southern California Broadcasters Assn. at Beverly Hills Hotel on Jan. 4: (l to r) Justin Miller, NAB president; Sidney N. Strotz, NBC Western Division vice president; Mayor Fletcher Bowron of Los Angeles; Eric Johnston and Byron Price, president and vice president respectively of Motion Picture Producers Assn.

Every segment of radio, including programming, labor, industry public relations as well as regulatory and legislative problems were considered, with Mr. Miller and C. E. Arney Jr., NAB secretary-treasurer, leading the discussion. William B. Smullin, owner of KIEM Eureka and 15th District director, presided.

Mr. Arney urged greater use of BMI music to support the industry-owned organization and thus maintain a more competitive position. He deplored lack of interest on the part of the broadcasting industry in the use of BMI music. He cautioned that unless broadcasters make greater use of that service the organization and its purpose will have failed. With support it will live and prosper, he said.

He warned that ASCAP "isn't asleep" and broadcasters must be prepared for any eventuality at the end of the current contract in 1949. He suggested stations shift to ASCAP per-program license before end of the contract to put management in a better bargaining position.

Registration at San Francisco totaled 104.

H. A. Hook, CAA regional manager, pledged cooperation in working out differences where transmitter location causes aviation hazards. Dr. F. E. Terman, professor of engineering, Stanford U., spoke on "15 Years of Radio Electronic Development in Five Years."

Other speakers were: C. L. McCarthy, KQW San Jose, Cal.; Clyde Coombs, KARM Fresno; William Bates, KTRB Modesto; George Greaves, KPO San Francisco; Paul Bartlett, KFRE Fresno; J. R. Knowland, KLX Oakland; Frank E. Pellegrin, NAB director of Broadcast Advertising; Burt Squire, SESAC; Gus Hagenah, Standard Radio; Glen Dolberg, BMI.

Mr. Miller said FCC already has gone beyond legislatively authorized limits in its scrutiny of programs, particularly in connection with renewals. As to labor unions, he avoided specific mention of the musicians' situation in his public utterances, pending his projected meeting with AFM President Petrillo, but he did dwell upon the new Employe-Employer Relations Dept. of the NAB and the importance of building it to a stature which could effectively parry the thrusts of labor.

Other NAB stories on pages 16, 28, 50, 56, 74, 75, 88.

Setting the pattern for the meetings to be held in the 17 NAB districts from now through April, the West Coast sessions covered the gamut of radio problems. Only on one topic—engineering—did the agenda thus far developed seem weak in the light of universal interest in FM and television and the competitive outlook.

William B. Ryan, vice president and general manager of KFI Los

(*Continued on page 81*)

Miller-Petrillo Telegrams

TEXTS of exchange of telegrams between President Justin Miller of the NAB and James C. Petrillo, AFM president, in which the NAB head asked a meeting follow:

"The Board of Directors of NAB has confirmed my action in seeking a conference with you and has asked me to meet with you at the earliest mutually convenient date. I will be in Chicago on Friday, Jan. 18 and if you can arrange to be there at the same time it would be possible for us to sit down together to explore every means of finding common ground for understanding in the interest of the public, the musicians, and the radio industry. If you will not be available as suggested, where and when at your earliest convenience can we get together? Please wire reply to me at Hotel Fairmount, San Francisco."

On Jan. 10, Mr. Miller received the following reply from Mr. Petrillo:

"Reurtel of Jan. 9, please be advised that the International Executive Board of AFM will meet at the Blackstone Hotel in Chicago the week of Jan. 14. I can arrange to have you discuss your problems before the International Executive Board on Friday, Jan. 18 between the hours of 3 p.m. and 5 p.m. If agreeable, please wire me at the Blackstone Hotel, Chicago, any time after Monday."

BANTERING words at the banquet were (l to r) Sidney N. Strotz, NBC Western Division vice president, and representatives of NBC affiliates: Paul W. Morency, WTIC Hartford, Conn.; William B. Ryan, KFI Los Angeles and 16th NAB District director; John J. Gillin Jr., WOW Omaha.

NAB Head Says FCC Asserts Control Over Programming

IN HIS FIRST thrust against regulatory excesses in radio since he took over the NAB presidency last October, Justin Miller last Wednesday charged that the FCC "is asserting power in the field of programming" whereas by statute it is "properly limited to a control of its electrical, technical and similar phases."

Free Speech Threat

Addressing the Commonwealth Club of San Francisco during the NAB 15th district meeting, Mr. Miller cited recent activities of the FCC as impinging upon programming policies and as leading inexorably toward greater controls and even censorship. At the district meetings in Los Angeles and San Francisco, Mr. Miller, in off-the-record observations, went deeply into FCC regulatory practices and pointed to the pitfalls ahead, but in his Commonwealth Club address, first in a series to be made on the district meeting tour, he opened up for the first time on danger signs ahead.

Declaring freedom of speech is threatened by the encroachments of Governmental agencies, Mr. Miller observed:

"If you give to a Government body the power to interfere with the programming of radio material, it will not take long for that organization to begin to reach into the problems of censorship, to say what shall be broadcast in the way of controversies and otherwise to extend its power.

"Even today, under the very general delegations of power, the Communications Commission is asserting power in the field of programming."

In the United States, Mr. Miller said, the policy of law has been that a Government agency, the FCC, shall control the allocation of wavelengths and the methods by which radio broadcasting shall be carried on in order to prevent electrical interference, one station with another. Obviously, he said, this is a necessary and desirable purpose, but the question then is "whether, if at all, Government control should go beyond such control of electrical interference, allocation of wavelengths, etc."

Greatest danger, the former jurist said, lies in "our failure to understand that what may seem to be minor Governmental encroachment in the beginning, may have dangerous implications as they grow and expand. Our danger lies in our failure to identify what is going

(*Continued on page 81*)

FCC Opening Four-Day Study of Clears

Technical Reports, Coverage Data Prepared

REDUCED to four days to make way for the FM hearing on Jan. 18, the FCC finally begins its long awaited clear-channel sessions today (Monday). Hearings will be held before the Commission en banc in the Departmental Auditorium, 13th and Constitution Ave., Washington, beginning at 10:30 a. m.

Three technical committees held preliminary meetings last week to plan presentation of testimony. Committee 1 will report on its assigned subject: Determination of What Constitutes a Satisfactory Signal. Chairman of the group is Edward W. Allen Jr., assistant chief of the FCC Technical Information Division.

Committee 2 will offer evidence on Determination of What Constitutes Objectionable Interference. Its chairman is W. K. Roberts, FCC Laboratory Division. Committee 3 will report on Determination of Distances to Which and Areas Over Which Various Signal Strengths Are Delivered. Chairman is Dr. L. P. Wheeler, chief, FCC Technical Information Division.

Economics and Coverage

Committee 4, under the chairmanship of Dallas Smythe, chief of the FCC Economics Division, will give testimony on two major economic studies: (1) The survey of radio attitudes of rural listeners conducted for the FFC by the Dept. of Agriculture [BROADCASTING, Dec. 3, 10] and (2) a coverage survey conducted by mail and interviews by the Census Bureau to determine what stations rural people listen to and how well the stations are heard. Results of this survey will probably be disclosed for the first time at the hearings.

The committees were organized last March and include representatives of the Clear Channel Broadcasting Service, the Regional Broadcasters Assn., networks, independent stations, Radio Technical Planning Board, consulting engineers, and the FCC. Committee 4 also includes representatives of the BMB and the National Council of Farmer Cooperatives.

Both the CCBS and the RBA, the two major industry groups concerned, planned to hold informal conferences of their working committees prior to the hearings to line up their presentation of evidence. Chief counsel for the CCBS is Louis G. Caldwell, Washington attorney. Paul D. P. Spearman, Washington attorney, is counsel for the regional group.

In preparation for the hearings, the Commission has received extensive data from the Census Bureau on the radio habits and experiences of listeners in areas where reception is regarded by the Commission as poor. These data are intended to provide estimates on radio reception in national, regional and local areas.

Some 3,000,000 questionnaires (see facsimile on page 93) were sent to listeners in these areas. They call for detailed facts covering reception in the regions where signals are weak.

This information is supplemented by data obtained in some 5,000 personal interviews conducted by trained enumerators of the Bureau. The enumerators carried four-page questionnaires calling for information in greater detail and including a series of questions on purchase, operation and technical characteristics of receivers.

To impress on enumerators the importance of the survey, the Bureau said in its instructions: "It is very important that the FCC find out whether the stations that are set up to serve outlying areas are being heard and if so, whether they can be heard clearly and well. Many of the areas included in this survey are farming areas and the farmers may be relying mainly on the radio for farm crop reports, weather reports and other information important to farming operations.

"It is therefore essential to find out whether the stations carrying such programs are reaching the rural population. This survey does not deal with program content and choices of the people for one type of program against another. Instead it is designed to find out the extent to which the people are being served by the radio stations now operating.

"The issues involved in this survey are so far-reaching in effect upon the entire radio industry and the people of the United States, that a completely unbiased group had to be chosen to act as the agent which would collect and compile this information. The Bureau of the Census has been selected as the medium through which a large representation of the American people will speak before the FCC on the problems of reception. We must reflect the listening habits and troubles of these people as clearly and reliably as is possible."

FM Hearing Will Be Engineers' Battle

Zenith Claims Low Band Needed; To Be Argued

CONTENTION of Zenith Radio Corp. that retention of the low band is necessary to assure adequate rural service for FM promises to develop into an engineers' battle at the FCC hearing to be held this Friday (Jan. 18) to hear testimony on the Deerfield and Andalusia measurements.

The issue as to whether there shall be two bands for FM instead of one, it was learned, has now become an open question with the Commission which has decided to afford Zenith full opportunity to match its tests at Deerfield, Ill., with those made by FCC engineers at Andalusia, Pa. If Zenith can make a convincing showing as to the merits of its findings, the Commission intends to act quickly to add the 42-50 mc band, or part of it, to the 88-108 mc band, with its consequent requirement for two-band receivers.

Commission engineers, it is understood, are sticking to their guns as to the relative merits of high band versus low band FM. They question the conclusiveness of Zenith tests at Deerfield and their application to conditions elsewhere. The moot factor, it appears, concerns the extent of sporadic E interference in transmissions at 50 mc and 100 mc respectively. The Commission engineers can be expected to challenge the Zenith findings on this basis.

High Power Transmitter

At the same time, it is recognized that the Zenith tests were made with transmitters employing higher power than those used by the Commission in the measurements on which it based its decision to confine FM to the high band.

Whatever the outcome of the hearings, it appeared likely that 88-108 mc will remain as the allocation for FM metropolitan stations. The only change which is being considered is the additional assignment of the 50 mc region for rural stations. The Zenith petition, which prompted the Commission to hold the hearing, did not question the value of the high band for city service but contended it would be greatly inferior to the low band for rural coverage [BROADCASTING, Jan. 7].

Nor will a decision to retain the 42-50 mc band for FM remove the 44-50 mc allocation from television, as was first supposed. The Commission is now considering the use of this band for *both* FM and television, should the Zenith recommendations be followed, with assignments for television confined to the heavily populated eastern states in Area 1 and assignments for FM in the remainder of the country where rural coverage is needed.

The Commission's order (Docket

(*Continued on page 78*)

Mutual Benefit Closed Circuit

OUTLINE of 1946 sales, advertising and radio plans of Mutual Benefit Health & Accident Assn., Omaha, was presented over closed circuit to company offices at Omaha, Chicago and Louisville last week. Shown above at broadcast are: Seated, left to right, S. Y. Edgerton, sales manager, *Saturday Evening Post*; H. C. Carden, superintendent of agencies, Mutual Benefit; Edgar Kobak, president, MBS; standing, Ralph Rosenthal, of Arthur Meyerhoff agency which handles Mutual Benefit's account, left, and Jess Barnes, vice president in charge of sales at MBS. Mutual Benefit sponsors *Freedom of Opportunity* over MBS 10-10:30 p.m. Sundays.

Gold Nuggets

We knew we'd have to get around to a picture and headline like this one sometime in this series. But there's a twist to it, and a point to be made.

That pan of gold nuggets isn't from the usual gold country. It's from a rich gold lode in Dahlonega, Georgia.

The point is this, as far as we're concerned: Just off the traditional path of radio time buying, many a radio advertiser has struck gold.

We'd like to offer you W-I-T-H—the successful independent station in Baltimore—as an example.

W-I-T-H, the independent, delivers more listeners-per-dollar-spent than any other station in this big five-station town.

Facts are available to prove to you that the independent in Baltimore is your big buy.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Resounding!

Not just an ordinary pat—but a "Resounding" one! That's the way a top agency complimented us at year-end on our service to their clients. Here is the exact way it was put:

●
●
●
●

"We want to give you a resounding pat on the back for the magnificent job you are doing on the accounts you are handling out of our office. We are elated over the returns."

●
●
●
●

Heck yes! Despite this "resounding" pat, we have a few effective clearances that offer a prime job in Eastern Ohio, Western Pennsylvania and Northern West Virginia, the Steel and Coal Belt of the Nation!

ASK A JOHN BLAIR MAN

Basic A-B-C Network

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS

WHEELING, WEST VA.

Paley, Kesten and Stanton Advance in Columbia Changes

Mr. Paley Mr. Kesten Mr. Stanton

EXPECTED realignment of top executive posts at CBS took place Wednesday at the network's first board meeting of 1946, when William S. Paley, president of the organization since 1928, was elected chairman of the board. Paul W. Kesten, who as executive vice president was operating head of CBS during the period of Mr. Paley's European war service for OWI and the Army, was elected vice chairman. Frank Stanton, who has been vice president and general manager of CBS, became president succeeding Mr. Paley [Closed Circuit, Jan. 7].

Mr. Paley, largest single stockholder of the corporation, continues as senior executive of the network. Under the revised set-up, he will make programming his particular responsibility, with Edward R. Murrow, vice president in charge of public affairs, and Davidson Taylor, vice president in charge of all other programs.

Details of the division of other top management duties between Mr. Kesten and Mr. Stanton are still being worked out.

In his first official statement as board chairman, Mr. Paley made the following comment on the board's action:

"It makes possible a new alignment of responsibilities among the senior executives of the network which should admirably serve the future needs of the company. For one thing I have long felt it was desirable for me to devote a larger portion of my time to the creative output of the network and to be able to concentrate on it, much as an editor does on the editorial content of a magazine or newspaper. These executive changes make it possible for me to do so.

"Mr. Kesten, who served with such distinction as chief executive of the company during my absence, and who now seeks a less active role in day-to-day operations, will continue as my immediate alternate. He and Mr. Stanton, our new president, will be responsible for all divisions of our network and station activities, with the exception of our program departments which will report to me. The new arrangement purposely maintains the intimate working relations among the three top executives which have served the company so well in the past."

Before becoming the first board chairman in CBS history, Mr. Paley had served as president for more than 17 years, heading the network's growth from a group of 16 scattered stations to its present 147-station nationwide network. Granted leave of absence in October 1943 to accept an overseas assignment from OWI, and subsequently transferred to the Army and commissioned as a colonel, Mr. Paley concluded his war service as deputy chief of the psychological warfare division of SHEAF. He was awarded the Legion of Merit last November.

Mr. Kesten's career with CBS dates back to 1930, when he left Lennen & Mitchell to join the then young network as director of promotion. In 1934 he was made a vice president; three years later he was elected to the board of directors and in 1942 he became vice president and general manager. An original member of the War Advertising Council, he also served on the NAB board from 1942 to 1944. During Mr. Paley's two years of war service Mr. Kesten was senior operating officer of CBS and in his new post as vice chairman he will continue as Mr. Paley's immediate alternate.

Proving that radio is still a young man's business, Mr. Stanton becomes the second president of CBS at 37, something more than ten years after he left the psychology department of Ohio State U. to join the network as its research director. In 1942 he was elected a vice president and last year was made vice president and general manager and elected to the board of directors. Mr. Stanton is on the boards of the NAB, BMB and the Cooperative Analysis of Broadcasting. During the war he was consultant to the Secretary of War, the Navy Dept. and the OWI.

More Coverage if You Sit Down and Spread Out

BY squashing down its skywaves, WKY has literally "sat down and spread out."

This effect, for which radio engineers have long strived, has been achieved by means of a remarkable new antenna which is actually two half-wave antennas stacked vertically, towering 915 feet in the air.

By concentrating along the ground the power ordinarily wasted in high-angle radiation, this new antenna has increased WKY's broadcasting efficiency 58.5% over that of the conventional quarter-wave antenna. WKY has not only accomplished an important technical achievement, it has introduced a new factor in time buying—Antenna Design—which ranks with power and frequency in determining a station's coverage.

WKY possesses a combination of these factors which gives it greater coverage in Oklahoma than any other station and, what's more, it has the programs which keep more people listening more of the time than to any other station.

WKY **Oklahoma City**

915 FEET HIGH AND MORE THAN A MILLION LISTENERS WIDE

OWNED AND OPERATED BY OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times — The Farmer-Stockman—
KVOR, Colorado Springs—KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY

EVERYTHING NEW FOR FM

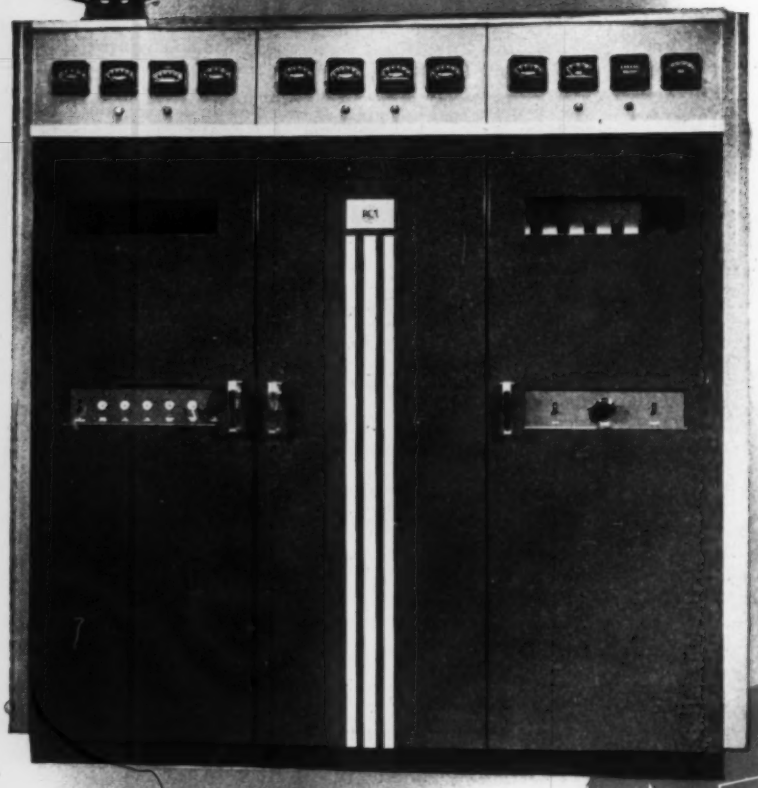
for NEW operating economy....

NEW RCA POLYDIRECTIONAL MICROPHONE

(Type 77D)—The polydirectional feature helps you obtain better balance, clarity, naturalness, and selectivity in studio pickups.

By means of a screw adjustment at the back of the microphone a variety of non-directional, uni-directional, and bi-directional characteristic patterns can be produced. Undesired sound reflections can be quickly eliminated merely by switching to the proper pattern. A three-position, VOICE-MUSIC switch permits the selection of the best operating characteristic.

This lightweight, multi-purpose microphone is finished in two-tone umber grey.



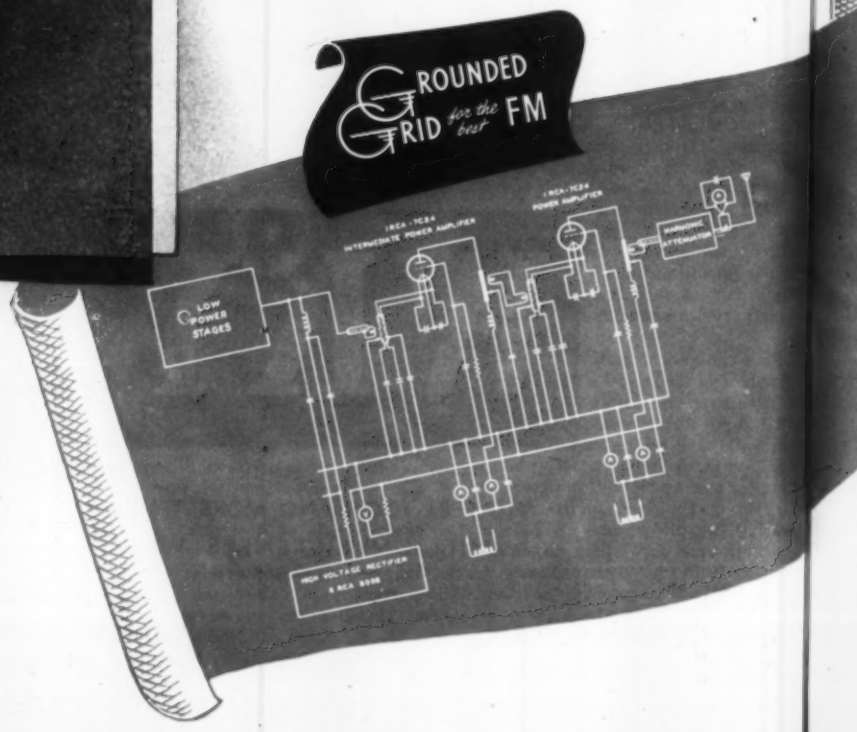
NEW RCA TRANSMITTERS

RCA's line of FM transmitters (250 watt, 1, 3, 10, 25, and 50 kw) are completely new from exciter to power amplifiers—new circuits, new tubes, and a new type of construction.

The frames of all power sizes have been standardized thus assuring uniformity of dimensions, appearance, and easing installation problems. When increased power is desired, you merely add an amplifier. Appearance is equal to that of a single unit. Curved-end pieces add to the finished appearance.

A new, hollow base frame provides space for inter-unit wiring, and eliminates the need of wiring through units or conduits in the floor.

Air filters, flush-mounted centralized control panels, and concealed hinges are other features of the new RCA construction—*standardized* to assure you a better product at lower cost.



NEW CIRCUITS

The new RCA Grounded-Grid amplifier circuits are at once simpler and more stable than any heretofore employed. As the name indicates, the grid of the tube is at r-f ground potential (instead of the filament as in conventional transmitters). The drive is applied between cathode and ground, either element being at the necessary d-c bias potential.

Special tubes have been developed for these circuits. Neutralization is either unnecessary, depending on frequency, or, if necessary, very easily achieved.

Other advantages: easier tuning, fewer tube types to stock, smaller, less-expensive tubes, lower operating costs, less distortion, and better program quality.

RCA's new "Direct FM" circuit for the exciter is something entirely different, too.

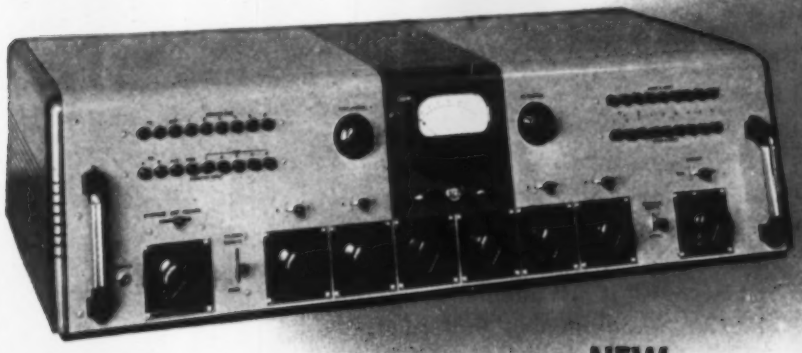
—from MICROPHONE to ANTENNA

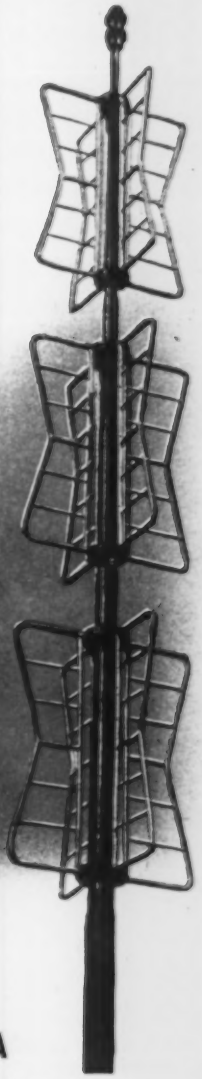
NEW convenience, and NEW performance

THE NEW RCA equipment shown here is merely indicative of the advances that have been made by RCA in FM broadcast equipment. Similar improvements have been made on every item that goes into a completed broadcast station, including test and measuring equipment, monitoring assemblies, turntables, and recorders.

The resumption of broadcast-equipment construction, after wartime restrictions, offered us a unique opportunity to design an entirely new line—integrated in every detail. The various units incorporate all the latest FM improvements that have grown out of RCA's advanced war work on communications equipment for the armed forces.

If you are planning to build a new FM station, we believe that "RCA all the way" will help you to make it a *better* station. You will be assured of the same efficiency, convenience, operating economy, and performance that have made RCA's AM equipment the undisputed first choice of broadcast stations for the past decade. Radio Corporation of America, Camden, N. J.





NEW RCA CONSOLETTE

(Type 76-B2)—Provides a complete high-fidelity audio system for FM, AM, and television at a price even the smallest station can afford.

Compact (39 by 17 by 10½ inches), it includes all the amplifying control and monitoring equipment needed to handle two studios, an announcement and a control-room microphone, two turntables, and six remote lines.

It enables simultaneous auditioning and broadcasting from any combination of the studios, turntables, or remote lines. The talk-back system is independent of program channel—no feed-back. Emergency amplifier and power supply circuits help prevent time off the air.

Differs from two previous RCA models now giving satisfactory service in more than 300 stations primarily in its frequency response—now extended to 15,000 cycles.

NEW RCA SUPER TURNSTILE ANTENNA

The advantages of this antenna make up an impressive list. A few include: high-gain, permits the use of a lower transmitter power for a given coverage, full performance at any frequency from 88 to 108 mc, handles up to 20 kw, easy to install, wide band, pretuned at factory, no field adjustments whatever, a standardized low-cost "packaged" item—comes complete, de-icer units easily added, fewer end seals, entire structure can be grounded.

In addition, it has the usual advantages of any turnstile antenna: an inherently circular field pattern, low wind resistance, and simple, inexpensive, single-pole mounting.

The antenna, because of its relatively high gain and extended band width, is also ideal for television. Naturally, since it is of the turnstile type, both sound and picture transmitters can be fed into the same antenna.

FM BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION, CAMDEN, N.J.

Auto Makers Hold Up 1946 Radio Plans

Labor Crisis Gets Blame for Poor Outlook

By ARTHUR E. SUTTON
Special Correspondent

RADIO broadcasters, both local and network, who are searching for sponsors in the automotive industry can look for "other fields to conquer"—at least for the first six months of 1946.

The paralyzing General Motors strike, in addition to the general labor crisis the country over, has already precipitated a drastic curtailment of ALL advertising and has drawn a dismal blueprint of radio's prospects for immediate automobile - sponsored programs. While most companies have developed or are in the process of developing cooperative dealer aids-to-advertising, the strikes have currently hampered vital fabrication of parts. The lack of service facilities has precluded the practicability of dealer radio activity.

To date there is a waning confidence that 1946 will produce the predicted six-million-car year—the only hope being an immediate settlement of labor strikes; clarification of pricing regulations; postwar costs to industry and last, but not least, labor productivity.

Future Uncertain

"Until we know how many cars we are going to be able to build, what they will cost and what they will sell for, it is impossible for us to determine what our budget for advertising is going to be, or in what manner it is going to be spent"—that is the expression of advertising managers and agency executives in Detroit, the automotive center of the world, in this first year of peacetime production since 1941. Summing it all up, the unanimous answer to questions on plans for radio broadcasting in 1946 is: "No plans!"

In the last full peacetime year, 1940, gross billings for automotive products on national networks were estimated at $3,120,000.

At the present time in the "Big Three," General Motors sponsors the NBC Symphony, which it has carried in the past and intends to continue as an institutional program. GM has recently inaugurated a new series of programs, *Your Land and Mine*, featuring Henry Taylor, commentator, over Mutual Broadcasting System Mondays and Fridays at 10-10:15 p.m. This program was not designed as a temporary "combatant" of existing conditions, but rather as one to meet the requirements of our times.

Frigidaire, a separate unit of GM, has just begun a new series of programs on Sundays in conjunction with 20th Century Fox. While Chevrolet has had a tie-in campaign on the air, this has been strictly a Raleigh cigarette promotion. Neither Chevrolet, Buick, Pontiac, Cadillac nor Oldsmobile divisions of GM has any future radio plans in the fire, Oldsmobile being the only unit to have its own show (John W. Vandercook, news commentator, on Saturday afternoons). Carl Georgi Jr., director of media for D. P. Brother, agency for Oldsmobile, says: "All future advertising plans are being held in abeyance until the labor situation is cleared up. When this occurs, all advertising will be reviewed. Radio will undoubtedly come in for its share . . ."

Chrysler Corp. and its component divisions — Plymouth, Dodge and DeSoto—continue to air the institutional virtues of Chrysler-made products via the weekly Andre Kostelanetz show on CBS Thursday evenings.

Two Ford Shows

Ford Motor Co. has two radio shows — the long-established Ford *Sunday Evening Hour* over ABC from 8 to 9 p.m., an institutional program; and the new Bob Crosby variety show on Tuesday evenings over CBS, 10-10:30 p.m., for Ford, Lincoln and Mercury. While Ford was one of the first to announce a new dealer set-up on advertising, as yet there has been no activity of any dimensions in radio.

Packard Motor Co. has not used radio as an institutional or product-selling medium since 1938, when they ran a campaign of spot announcements. In a recent interview, however, Hugh Hitchcock, Packard advertising manager, said: "In the streamlining of our new co-operative dealer program, we intend to use local spot announcements along with other media throughout the entire country. This campaign will be co-ordinated between the individual dealer and the company, but it will not be put into effect until such time as conditions and volume of output of Packard cars warrant it."

Kaiser-Fraser, according to O. B. Motter, advertising manager, are presently using some forms of advertising media, but not radio. "If public acceptance of our cars is what we anticipate and production is up to present estimation," he stated, "we contemplate the use of radio sometime in the late spring or early summer."

Hudson has not had a network show for some time, but has used

(*Continued on page 74*)

PARLOR MAGIC

Myrtle Labbitt's **"Homechats"**, after a solid ten-year run, is a morning institution in thousands of Greater Detroit homes. Myrtle's program is probably one of the most unique and informally simple shows in the country . . . homey as a parlor rocker, smart as a new Spring bonnet. **"Homechats"** is just another sample of CKLW programming that sends listeners merrily off to pay cash for things on dealers' shelves. **PROOF?** On a recent food recipe-request campaign placed on nine nation-wide homemaker programs, our own **"Homechats"** show clocked **second** on the list in low net costs per inquiry . . . and, mind you, **five of the 9 stations were 50,000 watters!** How'd you like CKLW to sell YOUR wares that way for so little? For fast facts, write our Executive Sales Office, now!

J. E. CAMPEAU, Managing Director

●

In The DETROIT AREA, it's

5,000 Watts at 800 kc. day and night

CKLW

Mutual Broadcasting System

ADAM J. YOUNG, Jr., INC., Nat'l Representative

The American Broadcasting Company

ANNOUNCES

A new basic ABC Network station in Portland, Maine

(STARTING MARCH, 1946)

HERE ARE THE FACTS

1 **NETWORK** Basic ABC Network affiliation.

2 **PUBLIC SERVICE** What's good for Portland is good for us. Churches, schools, youth groups, civic groups, veteran's organizations, municipal, state and federal governments—we want to help any group that is working to make Greater Portland a more pleasant and more prosperous place to live.

3 **COVERAGE** Concentrated coverage of the most populous market area in Maine. Very little coverage of bears and woodchucks.

4 **MANAGEMENT** Murray Carpenter, formerly Media Supervisor with Compton Advertising, Inc., New York City, is Station Manager.

WPOR

100% for Greater Portland

MAINE · VACATIONLAND · U.S.A.

NORTH-CAROLINA IS THE SOUTH'S No. 1 STATE

North Carolina is the South's top state in both farming and manufacturing. According to Sales Management's 1945 estimates, North Carolina leads the next-ranking Southern state by more than 250 million dollars in gross farm receipts. The figure is more than *double the average for the nine other Southern states.*

and WPTF at RALEIGH IS NORTH CAROLINA'S No. 1 SALESMAN!

With 50,000 Watts at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just ask Free & Peters!

50,000 WATTS — NBC
RALEIGH, N. C.

Free & Peters, Inc., National Representatives

Radio Newsmen's Dinner on Jan. 26

Truman Will Be Guest at Second Annual Affair

SECOND ANNUAL dinner of the Radio Correspondents Assn., at which the President is the honored guest, will be held at the Statler Hotel, Washington, Jan. 26, Richard Harkness, NBC commentator and association president, announced last week. President Truman accepted an invitation on Tuesday to attend.

Although the program has not yet been set, the four major networks again will pool facilities to provide entertainment. Reservations from 600 are expected. Invitations went out last week to the Cabinet, Supreme Court, Congressional leaders and to industry heads. It will be President Truman's first Radio Correspondents dinner. He was unable to attend last year, when President Roosevelt made his final appearance before the radio newsmen.

The association now has 115 active members and more than 100 associate members, Mr. Harkness said. Members of the executive committee, who called on President Truman to personally extend the invitation, are, besides Mr. Harkness: Earl Godwin, ABC, ex-officio; Rex Goad, Transradio Press, vice president; William Costello, CBS, secretary; Albert L. Warner, WOL-Mutual, treasurer; Rudolph Block, KIRO Seattle, member-at-large; Robert M. Menaugh, superintendent, House Radio Gallery.

Mr. Harkness also announced that the new House Radio Gallery broadcast room and office, formally handed over to the executive committee during the holidays, will be occupied this week for the first time. The room has six broadcast booths, one each for the five networks—ABC, CBS, MBS, NBC and ABS, and a sixth booth for independent stations. WINX Washington already has lines in at the Capitol. Speaker Rayburn (D-Tex.) is planning a formal opening of the radio gallery next month."

H. Robert Milan

H. ROBERT MILAN, timebuyer for BBDO, New York, died Jan. 7 of complications following an operation three weeks before. He would have been 25 on Jan. 29. Mr. Milan had been with BBDO since 1938 and a member of its timebuying department for the last two years. He is survived by his mother, Mrs. Ethel Phillips Milan, a sister, Mrs. Alan Schuhl, and a brother, Phillips Milan, who is in the armed forces.

ALL MEMBERS of the Polish program department of WHOM New York are engaged in an extensive campaign in behalf of United Nations Relief & Rehabilitation Adm. to increase contributions of canned foods for Poland. Names of contributors are announced daily on "Polish Musical Clock" and mid-day Polish programs on station.

Wins Audition

YANKEE NETWORK Continuity Writer Miriam Arkwell, 20, skipped lunch the other day to try out in Los Angeles and San Francisco Light Opera Co. local auditions in Boston. She was one of three chosen of 150 entrants to go to New York to compete soon in national selections. A dramatic soprano, she studied voice with her father.

ACCOUNT CONTACTS CHANGED BY PETRY

NEW PROCEDURE in station representation, the assignment of contact men by individual accounts instead of by agencies, has been inaugurated by Edward Petry & Co., New York.

Mr. Petry

Edward Petry, head of the representative organization, said that for some time his company has maintained direct contact with such advertisers as Procter & Gamble Co., Lever Bros., Plough Chemical, General Mills, California Fruit Growers Exchange and several automobile manufacturers.

"We have found," he stated, "that we could give these accounts better service by knowing their sales problems as well as their advertising agencies. In order to sell any product, you should know its sales problems . . . three Petry men may be covering one agency on three different accounts, instead of one man contacting the time buyer on all accounts at the agency."

Fort Industry Co. Will Hold Management Meet

FORT INDUSTRY CO., licensee of stations in Ohio, West Virginia, Georgia, and Florida, will hold a management meeting in New York at the Waldorf Astoria Hotel Jan. 14-18.

In attendance at the meeting will be George B. Storer, president; J. Harold Ryan, vice president and treasurer; George B. Smith, managing director of WWVA Wheeling and vice president; John Koepf, Washington manager; Glenn B. Boundy, chief engineer; Harry Steensen, comptroller, and the following managing directors of other Fort Industry stations: E. Y. Flanigan, WSPD Toledo; Ralph Elvin, WLOK Atlanta; Allen Haid, WHIZ Zanesville; Stanton P. Kettler, WMMN Fairmont; Howard Smithgall, WAGA Atlanta; Robert Venn, WGBS Miami.

LIVE talent unit added to KFBC Cheyenne, Wyo., staff is The KFBC Bronco Busters, consisting of four male musicians and a female vocalist.

NOW... *Results Per Dollar Count*

So Try This Proven Formula for OMAHA

Several changes are impending in Omaha broadcasting. The net result will be more and better programs for all listeners in this area. WOW congratulates the stations involved and wishes them unlimited success.

At the same time — *now that radio advertising dollars MUST count* WOW calls your attention to the fundamental principle of radio advertising: *AUDIENCE is ALL-IMPORTANT.*

When you consider the Omaha Market, remember the equation above!

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Fun for Board

RADIO entertainment surpassing anything ever offered at national conventions was provided for the NAB Board of Directors by the Southern California Broadcasters Assn. at a banquet at Beverley Hills Hotel Jan. 4. Talent included Dinah Shore, Red Skelton, the Andrews Sisters and Jimmy Durante, with Tom Breneman as m.c. The dinner, attended by about 175, was arranged by Robert O. Reynolds, vice president and general manager of KMPC Hollywood and president of the association, in collaboration with William B. Ryan, general manager of KFI Los Angeles and NAB district director.

Industry Expansion To Give Impetus To Radio on West Coast, Says Gaynor

EXPANSION of industry to the Pacific Coast and Los Angeles area in particular, will mean millions of dollars more for West Coast radio, according to Sydney Gaynor, general sales manager of Don Lee Broadcasting System, Hollywood. Convinced that West Coast radio is in for the biggest boom in history, Mr. Gaynor at year's start announced that his organization has been geared to meet the task. Don Lee Broadcasting System will shortly start construction on its new headquarters in Hollywood's "radio row" on Vine St. between Homewood and Fountain Aves.

"More and more coast-to-coast accounts are originating from the Pacific Coast," Mr. Gaynor pointed out. "United Drug Co. is just one of the many national firms that are shifting headquarters to the West. Cereal firms, steel plants, automobile factories, food and clothing manufacturers have already felt the westward trend.

"This of course means stepping up our sales activities to gear them for handling more transcontinental business. Fortunately sales staffs of the networks are well grounded in network operations because the Pacific Coast has always been sold as a network unit. This has resulted in very strong regional networks.

"The Pacific Coast will experience the greatest population increase of any section of the nation within the next five to ten years. Parallel with this population increase, it is rapidly assuming a leading position as one of the nation's foremost manufacturing centers. These two combinations cannot but result in a terrific increase for Pacific Coast radio, an increase which is already reflected in the fact that more transcontinental radio programs are already emanating from Mutual-Don Lee than ever before."

He revealed that new money for investments pouring into Los Angeles County during the past year amounted to $83,647,000 and was for land, buildings and equipment. The industrial development represented 228 new factories built or under construction at the year's end and 334 expansions of factories already established.

Spots Pay Off

A PAIR of spot announcements paid dividends for Joe Noonan, who advertises his Carol Bakeries on WTAG WAAB and WORC in Worcester, Mass. In response to one spot he received a telephone order for 500 $5 fruit cakes, and after another he got an order for 400 $3 plum puddings. Anne Cristy, radio director of Howard-Wesson Co., Worcester, writes his copy for account.

NETS NAB STATUS UP TO COMMITTEE

WHETHER networks should be admitted to NAB membership under provisions differing from those applying to stations will be considered by the NAB's By-Laws Committee, which will report to the next meeting of the NAB board tentatively scheduled for New Orleans in April.

The board, at its meeting in Los Angeles Jan. 5, discussed possible changes and concluded further study was required. The committee was instructed to consider means of bringing about a more equitable and sound basis for network participation in industry affairs through NAB. Questions at issue are whether networks should have active or associate membership and be permitted automatically to have representation on the board. NBC and CBS, only present national network members, pay $30,000 a year. Suggestion has been made that there be no automatic directorships and that dues be on a flat fee basis of $5,000 a year, with owned and operated stations holding regular membership.

Also referred to the By-Laws Committee was a proposal from the Small Markets Stations Committee that at least one of the directors-at-large for small stations be selected from markets of 50,000 or less, representing stations of 5,000 w or less.

The board instructed President Justin Miller to name an observer to attend the formative meeting of the International Assn. of Broadcasters tentatively scheduled in Havana in March.

Faithfully Serving

Farmers Who Feed the Nation!

Twenty years of carefully planned agricultural service has built WIBW one of America's most loyal and responsive audiences. All through Kansas and well into adjoining states, farm families **depend** on WIBW for up-to-the minute agricultural information, farm news, proved production methods, and accurate market reports.

Of major interest to you is the fact that this huge audience **also** depends on WIBW to guide their purchases. We recommend—they buy! Let us prove this by getting RESULTS FOR YOU!

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY General Manager
WIBW, Topeka KCKN, Kansas City
REPRESENTED BY CAPPER PUBLICATIONS INC. NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

WSPA swings the *balance* your way in one of the great Southern markets

THE MARKET*

DAYTIME AREAS

LISTENING AREA	RADIO HOMES 1944 CBS	NET WEEKLY CIRCULATION
PRIMARY	115,770	88,125
SECONDARY	37,920	15,549
TERTIARY	112,690	21,234
TOTAL STATION CIRCULATION		124,908

NIGHT-TIME AREAS

LISTENING AREA	RADIO HOMES 1944 CBS	NET WEEKLY CIRCULATION
PRIMARY	31,200	28,668
SECONDARY	91,310	38,271
TERTIARY	56,420	9,531
TOTAL STATION CIRCULATION		76,470

*CBS Listening Areas—7th Series, 1944

THE BALANCE

Hooper Station Listening Index*

	INDEX	SETS IN USE	WSPA	STATION B	STATION C	STATION D
Monday through Friday	8:00 AM 12:00 N	20.7	52.8	40.0	5.8	0.9
Monday through Friday	12:00 N 6:00 PM	16.3	53.0	34.1	8.7	3.0
Sunday through Saturday	6:00 PM 10:00 PM	26.2	74.8	21.6	1.8	0.3

*Spring, 1945

WSPA

CBS

Spartanburg, South Carolina
Home of Camp Croft

5000 watts Day, 1000 watts Night, 950 kc. Represented by George P. Hollingbery

—AND NOW THE NEW

CONSOLETTE

STUDIO A

MICROPHONES

"ON-AIR" AND "REHEARSAL" LIGHTS

LOUDSPEAKER

4 SPECIAL CUE INPUTS

8 REMOTE LINES (INCLUDING NETWORK

STUDIO B

MICROPHONES

"ON-AIR" AND "REHEARSAL" LIGHTS

LOUDSPEAKER

ANNOUNCE BOOTH

MICROPHONE

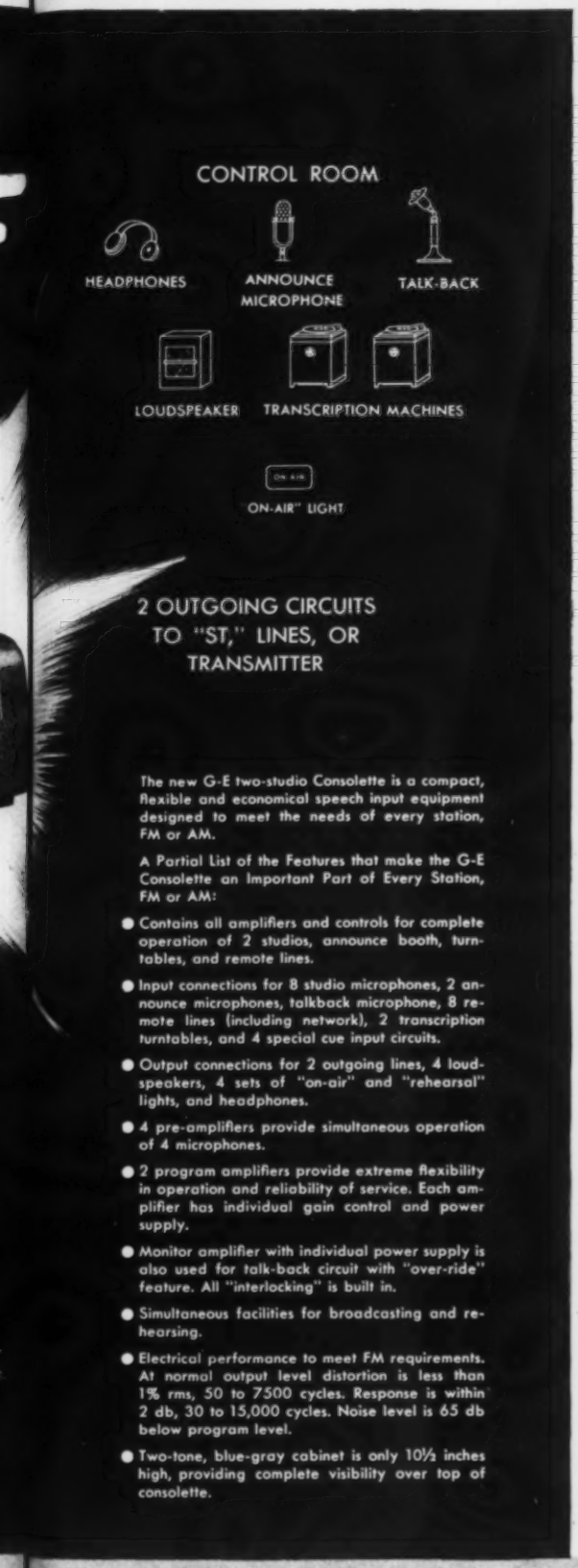
LOUDSPEAKER

"ON-AIR" LIGHT

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

180-21-5914



The new G-E two-studio Consolette is a compact, flexible and economical speech input equipment designed to meet the needs of every station, FM or AM.

A Partial List of the Features that make the G-E Consolette an Important Part of Every Station, FM or AM:

- Contains all amplifiers and controls for complete operation of 2 studios, announce booth, turntables, and remote lines.
- Input connections for 8 studio microphones, 2 announce microphones, talkback microphone, 8 remote lines (including network), 2 transcription turntables, and 4 special cue input circuits.
- Output connections for 2 outgoing lines, 4 loudspeakers, 4 sets of "on-air" and "rehearsal" lights, and headphones.
- 4 pre-amplifiers provide simultaneous operation of 4 microphones.
- 2 program amplifiers provide extreme flexibility in operation and reliability of service. Each amplifier has individual gain control and power supply.
- Monitor amplifier with individual power supply is also used for talk-back circuit with "over-ride" feature. All "interlocking" is built in.
- Simultaneous facilities for broadcasting and rehearsing.
- Electrical performance to meet FM requirements. At normal output level distortion is less than 1% rms, 50 to 7500 cycles. Response is within 2 db, 30 to 15,000 cycles. Noise level is 65 db below program level.
- Two-tone, blue-gray cabinet is only 10½ inches high, providing complete visibility over top of consolette.

Big-Station Studio Control Flexibility for Every FM and AM Station

THE General Electric Consolette provides complete studio control facilities—monitoring, cueing, simultaneous broadcasting and rehearsing, and over-ride talk-back that operates without need for order wires—all at a price *any* station can afford, FM or AM.

Here is an outstanding control unit that contains all the amplifiers and controls needed for complete operation of one studio, two studios, or two studios and an announcer's booth—including ten microphone inputs. Two program amplifiers permit instantaneous switching of the program from one amplifier to the other.

A new improved push-button system and simplified switching gives the G-E Consolette exceptional flexibility and new freedom from operating errors. Careful arrangement of controls and a correctly sloped panel combine full visibility with operating ease unmatched by ordinary consolettes. A hinged top and a hinged-type chassis mounting provide complete accessibility.

Ask your nearest G-E office for a copy of the new brochure that gives complete data on the new G-E Consolette, or write: *Electronics Department, General Electric Company, Schenectady 5, New York.*

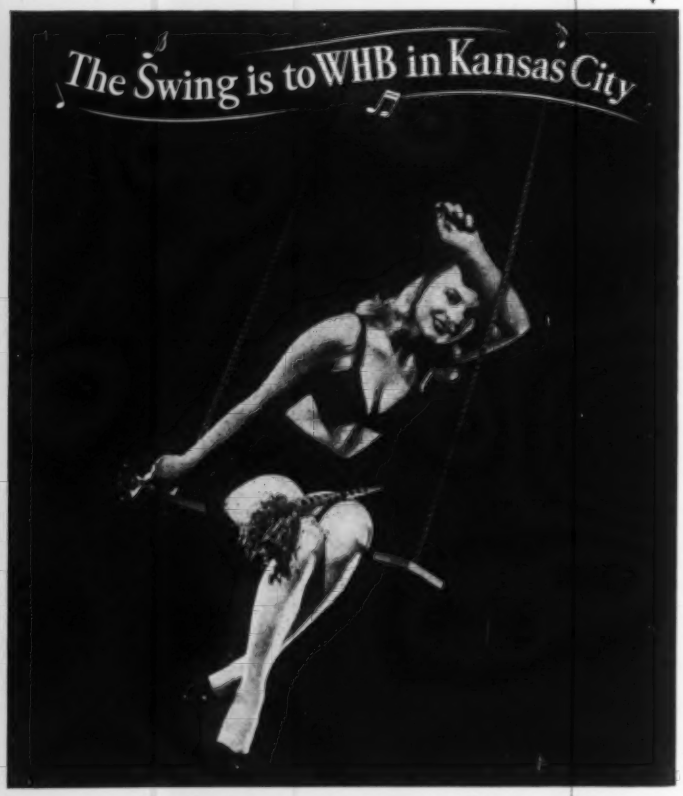
FOR EARLIEST POSSIBLE DELIVERY OF YOUR BROADCAST EQUIPMENT, PLACE YOUR ORDER NOW.

Use G-E Electronic Tubes in your station for maximum dependability and finer performance.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

EVERYTHING FOR BROADCASTING

FM • TELEVISION • AM



Let's Celebrate the New Year —and Get Right Back to Work!

January is the new leaf, the clean page, the time of inventory. Man has a need for ending things now and then, and starting over again. Open the door. There's a New Year knocking! There are problems to be solved —and 1946 is a year in which to work and win!

Out Kansas City way, there's a fine radio station ready to help advertisers who want to win this great market. It's known as the station with "agency point-of-view"...where every advertiser is a *client* who must get his money's worth in *results*. We've some fine new shows and availabilities to offer in 1946...and the time to investigate is *now*.

WHB KANSAS CITY This is Mutual 1000 WATTS-850KC

For WHB Availabilities, 'phone DON DAVIS at any ADAM YOUNG office:

New York City, 18	11 West 42nd St.	LOngacre 3-1928
Chicago, 2	55 East Washington St.	ANDover 5448
San Francisco, 4	627 Mills Building	SUtter 1393
Los Angeles, 13	448 South Hill St.	Michigan 0921
Kansas City, 6	Scarritt Building	HArrison 1161

KEY STATION for the KANSAS STATE NETWORK

KANSAS CITY HOOPER INDEX SEPT.-OCT. '45	WHB	Station A	Station B	Station C	Station D	Station E
WEEKDAYS A.M. MON. THRU FRI. 8 A.M.—12 Noon	27.9	23.0	14.4	14.1	15.0	5.5
WEEKDAYS P.M. MON. THRU FRI. 12 Noon—6 P.M.	23.2	21.2	29.1	15.5	9.6	1.1
SUNDAY AFTERNOON 12 Noon—6 P.M.	15.5	33.9	25.4	12.6	9.9	2.2
SATURDAY DAYTIME 8 A.M.—6 P.M.	18.3	31.1	12.4	23.6	12.0	2.2

Higher Goals and Revision of Values Needed by Radio Today, GI Asserts

By T/5 SID BARD

Staff Writer, AFN Bremen

WE IN the armed forces are aware of the wide opportunities that await us in American radio—but we also feel that there is much room for improvement in the makeup of American radio as it exists today.

At AFN Bremen, for example, with a minimum of facilities, we have attained an originality of production that would be difficult to find on many a station with twice its power and equipment. Our live programs run the gamut from adaptations of Bible stories to educational programs on the history of jazz and analysis of its characteristics. We have never doused a good idea with the excuse that "We don't have the facilities —you need network equipment for that kind of production." If we cannot produce on a large scale we improvise, substitute, and finally turn out a product that may not be colossal but which is qualitatively sound.

It's true that since we are not commercial we can afford to do things on an almost experimental level that would not meet with a sponsor's commercial approval. Nevertheless, we feel that if radio in the States is to attain more than a chronological maturity, it must begin to revise its values and set its goals on a higher level. Programs and techniques must be developed that will aspire to things qualitative, rather than cater to a public taste that is still conveniently judged by prewar levels. Potential talent must be encouraged to create rather than fall into the easy ruts of commercial and hackneyed techniques.

Radio can gain a lot from the injection of veteran talent. Men who have an awareness of things international, from more than a spectator standpoint, can add a lot to the realism of radio—a mythical characteristic that till now has been fed by writers, producers and sponsors in the "pseudo-potentialities" class.

RADIO must reorient itself and set its sights on higher levels if it is to attain more than chronological maturity, says T/5 Sid Bard, a staff writer on AFN Bremen, one of the European links of the American Forces Network. Employment of veterans, he writes, "can add a lot to the realism of radio."

Radio is 25 years old, they tell us. But if radio is to contribute to the maintaining of a secure peace—if it is to take its place in the forging of an educated and enlightened public—it will have to reorient itself. Sponsors and commercials are important: We all like to earn money, and the more the better. But if radio is to justify its existence, it must base its claim on more than carbonated jingles and rehashed corn. Its core must be a chain of programs that cause men to think, that educate them in new approaches and appreciations. This core must not be presented to the listeners as a "public-service apology." It should take its place as a characteristic of a radio industry that has achieved its maturity and that is utilizing all its powers.

WCCO STRENGTHENS COVERAGE OF NEWS

CREATION of a special events department of WCCO Minneapolis was announced last Monday by Station Manager A. E. Joscelyn. He said Sigfried Mikelson, WCCO news editor, will also head the new unit.

Anticipating greater emphasis on local and regional news coverage and more on-the-spot reporting, Mr. Joscelyn said the new department will make "a special approach" to special events broadcasting, with veteran newsmen assigned to help on feature pickups. Mr. Mickelson, who has been WCCO news editor since June 1943, said by use of a mobile unit and wire recorder the station will be able to present recorded on-the-spot descriptions and interviews along with regular newscasts.

Offers Co-Ops

ABS has announced as available to affiliates on a cooperative sponsorship basis the news programs of John B. Hughes, Mark Austad, Ian Ross MacFarlane, Frank Kingdon, Raymond Walsh and Esther Van Wagoner Tufty. Music co-ops of network *are Motor City Monograms, Padre and His Caballeros* and *Hart Songs.*

Philadelphia FM Stations Dissolve Wartime Pool

PHILADELPHIA FM stations are disbanding their wartime pool of mechanical resources and will resume fulltime operation. The pool was formed by FM stations of the four network outlets and the WPEN independently owned FM station, and was organized to conserve manpower and equipment during the period of shortages.

The stations also combined their airtime during the emergency. The pool operated on a six-day week and each station had one full day of broadcasting each week and one Saturday out of every five. There was no FM broadcasting on Sunday. If the stations blew a tube or a fuse, they could borrow from the "bank" if it was available. FM stations which formed the pool were those of KYW WCAU WIP WFIL WPEN.

1 MEDIUM...

5,000,000 PEOPLE

It would require an elaborate combination of media to cover the listening area of WSM's clear-channel signal. WSM has bound itself to the hearts of five million Americans over a twenty year period of honest, sincere service to them—and is everlastingly at it, keeping old friends and making new ones every day.

HARRY STONE, *Gen. Mgr.*

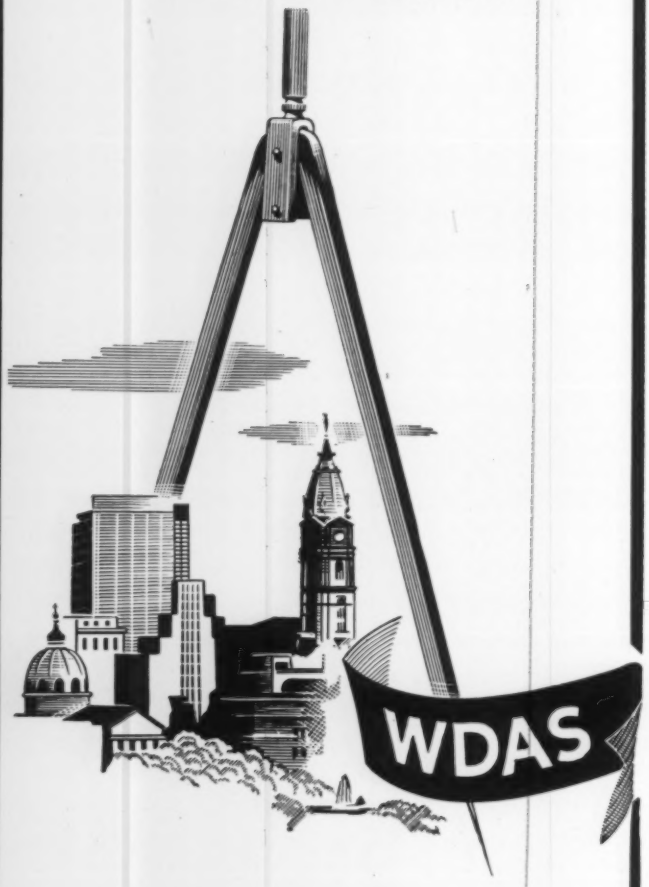
DEAN R. UPSON, *Comm. Mgr.*

EDWARD PETRY & CO., *National Representatives*

WSM
NASHVILLE

Coverage

...in Philadelphia



Pattern broadcasting over

WDAS

covers the Philadelphia market

at lowest cost

★

WDAS covers the largest cross-section of the buying public in the Philadelphia area... *at lowest cost.* Ask Philadelphia's Outstanding Full-Time Independent Station about a package of spots that will cover your market.

★

With "Coverage" like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

Lea Bill Revised To Cover New Petrillo Edict; 'Teeth' Added

CONGRESS this week is expected to get the Lea bill (HR-4737) to curb James Caesar Petrillo and his American Federation of Musicians.

Following Mr. Petrillo's latest edicts—banning foreign music except that originating in Canada effective Dec. 31 and demanding that the networks "do something" about affiliates which use no local musicians [BROADCASTING, Dec. 24], Rep. Lea added a new section to his bill, he announced last week.

That provision would make it a criminal offense to interfere with or order the termination of any musical programs or other broadcasts originating in countries outside the U.S. and carried by networks and stations in this country in the interests of world unity. An earlier clause making it unlawful to require stations to employ more personnel than necessary would take care of Petrillo's threats against affiliates, Rep. Lea said.

During the holiday Rep. Lea has rewritten his bill, reducing it to more "simple language" and adding teeth, he explained. He will submit it to the Interstate & Foreign Commerce Committee, of which he is chairman, the first day a quorum is present, probably the middle of this week.

It appeared likely that the committee would report out the measure as a revised Vandenberg Bill (S-2), which passed the Senate last February. In that event the Lea Bill then would go to conference without the necessity of first going to the Senate floor. The Vandenberg Bill would prohibit interference with the broadcast of educational and cultural programs, such as the Interlochen (Mich.) Music Camp annual programs, which Mr. Petrillo ordered off the air.

Rep. Lea expressed confidence that his bill would pass the House with little trouble, particularly in view of the music czar's interference with international relations. Several programs being fed to the U.S. by the British Broadcasting Corp. are affected by the Petrillo ultimatum.

It was pointed out on Capitol Hill last week that Petrillo's ban on foreign music except from Canada (where musicians belong to his AFM) might well interfere with this nation's postwar good neighbor policy. The State Dept. has announced plans for a worldwide information service [BROADCASTING, Dec. 24, 31]. In order to carry out many phases of the program it is necessary to obtain consent of other nations, Assistant Secretary William B. Benton told a news conference.

Congressmen were of the opinion that should the U.S. networks refuse to carry goodwill programs from other countries, those nations might very well retaliate and refuse to permit the State Dept. to bring in any factual material about the U.S.

BRITISH TO HONOR CAPT. PAUL MILES

CAPT. PAUL D. MILES, chief of the Frequency Service - Allocation Division of the FCC Engineering Dept., will receive the award next month of Honorary Member of the Military Division of the Most Excellent Order of the British Empire by His Majesty, the King of England. Formal presentation is expected to take place Feb. 12 at the British Embassy.

As head of the Frequency Allocations Section of Naval Communications during the war, Capt. Miles was a member of the Combined Frequency Allocation Committee of the Combined Communications Board which assigned frequencies to the armed services of the U. S. and British forces. He was also the Navy member of the Interdepartment Radio Advisory Committee (IRAC), serving as vice chairman and later chairman.

NEW UNIT HANDLING RFC WAR SURPLUS

WAR surplus consumers goods along with capital and consumers goods will be sold by the War Assets Corp., subsidiary of the Reconstruction Finance Corp., effective Jan. 15. WAC thus takes over the selling job which has been handled by the RFC's Office of Surplus Property.

Effective Jan. 29 WAC will take charge of sales to veterans, certifying those eligible for preference in buying surplus goods. This job formerly was done by Smaller War Plants Corp.

Chairman of WAC is Lt. Gen. E. B. Gregory, Army Quartermaster General, who takes the post at the request of President Truman. He succeeds Sam H. Husbands, RFC director, who held the post temporarily. WAC takes over RFC surplus property personnel assigned to disposal activities and will follow policies established by Surplus Property Administration.

Dietitian Honored

MARY I. BARBER, director of home economics for Kellogg Co., on Thursday was presented with a special citation from the Grocery Mfrs. of America in recognition of her outstanding public service. A past president of the American Dietetic Assn. and former vice president of the American Home Economics Assn., Miss Barber served during the war as expert food consultant to the Secretary of War. Presentation was made by Paul S. Willis, GMA president, at a luncheon at the Hotel Netherland Plaza, Cincinnati.

COMMANDS THE ATTENTION OF

Oklahoma's First Market

KTOK

OKLAHOMA CITY

250 WATTS

1400 KILOCYCLES

The Station with the Audience at ALL Hours

KTOK has the audience—at all hours. If you doubt it, check your reliable listening surveys. The reason is—KTOK's programming makes a hit with the folks in our rich concentrated market of 895,801 people—44 per cent of Oklahoma's population—*the first market in Oklahoma!* So, as you can see, KTOK has a vital influence on this 876 million dollar effective buying income. It costs so little for BIG results on KTOK!

SEPTEMBER-OCTOBER, 1945

INDEX*	SETS IN USE	STATION C	STATION B	KTOK	STATION A
Weekday Morning Mon. thru Fri. 8:00 A.M.-12 Noon	13.6	10.3	9.7	40.0	33.7
Weekday Afternoon Mon. thru Fri. 12:00 Noon-6:00 P.M.	15.5	13.4	10.6	17.4	53.0
Evening Sun. thru Sat. 6:00 P.M.-10:00 P.M.	25.3	11.9	29.1	16.4	48.0
Sunday Afternoon 12:00 Noon-6:00 P.M.	19.2	19.1	19.8	27.0	34.1
Saturday Evening 6:00 A.M.-6:00 P.M.	10.2	24.5	29.0	23.0	31.8
Total* Rated Time Periods	17.8	13.1	17.3	21.5	47.3

Affiliated with
AMERICAN BROADCASTING CO., INC.

KEY STATION
OKLAHOMA NETWORK

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

Now

Iowa's Best Frequency

First in America with a NEW

RCA 5F TRANSMITTER

WMT

Brings You

EASTERN IOWA

Completely!

Rapid Facts About Eastern Iowa's COLUMBIA Station:

- Largest Daytime Coverage of any station in the state within its 0.5 MV line (3,500,000 people)
- Largest Population Coverage of any station in the state within its 2.5 MV line (1,200,000 People)

THE BIGGEST RADIO BUY IN THE BEST MARKET OF A GREAT STATE.

Represented by
The Katz Agency

A **BALANCED** Market for Permanent Selling

Broadcasting Unit Advised by Storke

PAA Head Cautions Against Fighting Among Media

WITH Charles A. Storke, president of Pacific Advertising Assn. as principal speaker, approximately 125 broadcasters and guests attended the Monday luncheon of the NAB 16th District in the Hollywood Roosevelt Hotel. Mr. Storke, who is also secretary of News Press Publishing Co., operators of KTMS Santa Barbara, reminded broadcasters they have one of the most powerful influences in American life to mold public opinion. He cautioned them to use it well.

"Television, FM, facsimile and related specific problems for the broadcasters are insignificant and fruitless in solution unless, in this year of decision, the right decisions are made which will assure the perpetuation of free American enterprise," Mr. Storke said. "Free radio is more dependent upon free enterprise than free enterprise upon radio. So we in advertising must be concerned with the perpetuation of the American way of life.

"It is not an easy task, nor can it be treated as you would the production of a radio program, worked on, completely aired and then forgotten. The very nature of the opposition, the changing character of American life, and world influences require that it be a continuing effort.

Powerful Forces

"It could be said with some persuasiveness that it is a job beyond the effort of an individual—an effort which would be but a ripple in a tremendous sea. The forces that are in play are gargantuan while my puny efforts or yours are but a whistle in a typhoon. But the essense of American democracy lies within the individual's mind and will. The accumulative force of all those tiny 'mites' creates a power that can bend nature and direct man's course in history."

Reminding there are forces that would destroy freedom of the press and radio, Mr. Storke cautioned there will be more advertising if there is a healthy, constructive competition between media. "Destructive competition wherein one spends a substantial part of one's energy tearing down what the other has to sell, cost us all revenue in the past through loss of confidence in all advertising and can be feeding our enemies fuel in the future, destroying the background of our livelihood."

The Hat Rates 12 Plus

FIRST broadcast of former New York Mayor F. H. LaGuardia as a national commentator, broadcast on ABC Jan. 6, 9:30-9:45 p.m., sponsored by *Liberty* Magazine, achieved a Hooper rating of 12 plus, according to preliminary reports.

WEBB, KROECK JOIN AVERY STATION REPS

Mr. Kroeck

Mr. Webb

TWO WELL KNOWN radio executives have joined the Lewis H. Avery station representatives firm in Los Angeles and Chicago it was announced January 7.

Frank V. Webb, resigned Jan. 1 as general manager of the broadcasting division of Farnsworth Television and Radio Corp. to become manager of the Avery office in Los Angeles. Mr. Avery had previously appointed David H. Sandeburg as West Coast manager, with offices in San Francisco. Mr. Webb will work under his supervision. Mr. Webb was associated for five years with Westinghouse Radio and for two and a half years was sales manager of KDKA Pittsburgh.

The second Avery appointment is Louis F. Kroeck, who resigned Jan. 1 as general manager of KTMS Santa Barbara, Calif. Mr. Kroeck will be assistant to Eernard P. (Tim) Timothy in the Chicago office.

In 1945 Mr. Kroeck was elected to represent all West Coast ABC stations on the ABC network advisory committee. He has been in radio eleven years, and was formerly sales manager of KOY Phoenix, before joining KTMS.

Television in Simple Terms in Eddy Book

CAPT. BILL EDDY, USN retired, known variously as Gadget King and the man who taught the men who taught the Navy's radio and radar technicians, is author of a book, *Television—the Eyes of Tomorrow*, published by Prentice-Hall, New York [$3.75]. Taking up the subject from all angles—engineering to commercial — the television expert of television station WKBK, Chicago, reduces the art to simple terms so it can be grasped by the nonprofessional.

Chapters cover television development, camera and circuits, transmissions, receivers, control room, lighting, color, use of film, color response, studio design, visual effects, special effects and miniatures, economic aspects, television commercials, production, acting, education in television and final chapter recounting amusing incidents in growth of the art.

TOTAL of $612,025 in War Bonds and stamps were sold by WCKY Cincinnati from its booth on Fountain Square during the war and up to end of 1945. Station sales were under charge of Jeanette Fuller, traffic manager, and Sarah Jane Petty, secretary to Kenneth W. Church, station vice president.

SPQR

Remember those four initials from the Roman history of your school days? To Romans, it stood for "SENATUS POPULUSQUE ROMANUS"—"the Senate and the Roman People!" These letters symbolized Rome's greatness.

Today, we too have our own meaningful four letter combinations. For instance WCBM. To Baltimoreans, it stands for the source of continuously good programs. Because of this, WCBM has become "Baltimore's Listening Habit."

P.S. And to carry symbolism one step further—to time buyers, WCBM has come to stand for thorough and economical coverage of the Baltimore market.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

JOHN ELMER, *President*

GEORGE H. ROEDER, *General Manager*

KANSAS CITY
IS A
K O Z Y
MARKET
•
PORTER BLDG., KANSAS CITY, MO.
EVERETT L. DILLARD, *General Manager* — ELIZABETH WHITEHEAD, *Station Director*

Pioneer FM Station in the Kansas City Area
Ask for Rate Card

AFRA-Don Lee Dispute Over 'Repeat' Fees Is Submitted to Arbitration Panel

LOS ANGELES arbitration panel of the American Arbitration Assn. has been asked to adjudicate merits of a bill for $2,492.75 presented by AFRA to Don Lee Broadcasting System. Bill is for repeat broadcast fees for AFRA members employed on 16 broadcasts of the *Arch Oboler Program*, originated at KHJ Los Angeles and broadcast live on Mutual. They were transcribed by KHJ and fed to the Don Lee network six days after the live programs.

Union claims that under the terms of its sustaining code, actors on the programs, which were broadcast as a network sustaining feature last summer, are entitled to $11.50 apiece for each such repeat. Code provision that "where a broadcast of actors and singers is made available on a network and any station to which it is available at the time of broadcast does not broadcast the program because of a conflicting broadcast. . . . such station may broadcast a transcription or record of such program once within seven days of the original broadcast" applies only to an individual station and not a regional network, AFRA contends.

Don Lee, in its answer to the AFRA complaint, argues that the "so-called 'repeat' fee provided to be paid to actors under said sustaining code has reference to those situations wherein a program is recorded at a point distant from the point of origination and then rebroadcast for the purpose of overcoming differences in time between the point of said origination and the point of broadcast. On the other hand, said agreement does not provide for payment of any repeat fee to said actors when the broadcast in question is a so-called 'delayed' broadcast which occurs because of conflicting commercial programs being carried by the station or stations in question at the time when the national sustaining program is being broadcast and in order to have the said national sustaining program broadcast to the listeners at said particular station or stations, it is necessary for a recording to be made of the national sustaining program and the same to be broadcast to said listeners within seven days following the date of the original broadcast."

This distinction between a repeat and a delayed broadcast is "recognized throughout the broadcasting industry," Don Lee declares, adding that the type of delayed broadcast in question is the "very kind of broadcast which was excepted from the payment of additional fees" in the AFRA sustaining code.

Hearing probably will not be held until late February or March, as Los Angeles local of AFRA has asked Emily Holt, national executive secretary, or George Heller, assistant national executive secretary, to attend. Neither can leave New York in the early part of February, and Lewis Allen Weiss, vice president and general manager of Don Lee, is away from Los Angeles for the remainder of January.

NEED FOR ACCURACY STRESSED BY HYDE

THE PUBLIC'S "great reliance" upon radio newscasts imposes a responsibility upon broadcast stations to be sure they broadcast the truth and at all times present "an accurate and complete picture," Rosel H. Hyde, General Counsel of the FCC, declared at dedication ceremonies for WPIK Alexandria on Jan. 6.

Mr. Hyde stressed the importance of radio's role in keeping the public informed and declared that "in presenting public forums our controversial issues radio is our most effective weapon to combat intolerance, bigotry, and to fight ignorance." Opportunities for public service, he said, "are limited only by the ingenuity of the management and the physical limitations of time."

He said radio today is "on the threshold of astounding developments in FM and television which may completely alter our mode of life and our appreciation of the arts and sciences. As a necessary accompaniment of technical advances, radio affords an opportunity to enrich community life and to make substantial contributions in the field of public service."

British Engineers Hope To Perfect 'Vocoder'

BRITISH Post Office technical experts, who supervised the government-controlled telephone service in Britain, are working on a device called "Vocoder," which they believe may become a part of regular international telephonic communications.

They hope to perfect it to the point where it will pick up the spoken word, put it through an analyzer, slice it into ten frequencies and send signals across cables; "synthesize" impulses at the other end of the cable and then, after a technical decoding operation, send the message onto telephone lines as a spoken word—in any language. Similar in design to the "Peter the Voder" displayed at the New York World Fair, the device would deliver the exact message but would not reproduce the tone or inflections of the speaker.

LEE McCANNE, vice president and general manager of Stromberg-Carlson Co., Rochester, and Charles W. Pritchard, company credit manager, are included among contributors to a volume of talks delivered on different aspects of selling during the sales clinic inaugurated by the Rochester Chapter of Sales Executive Club in 1945, titled "Essentials of Selling" (Prentice-Hall, New York).

FRANK ESCHEN'S BACK

Frank Eschen, who left KSD as Program Director three years ago to enter the U. S. Army Air Force, has returned as Director of KSD's Special News Events Department. Eschen brings to his new assignment an established reputation as an "on-the-scene" commentator and proved ability as a department executive, combined with a background comprising many years experience in journalism and public relations. In his new capacity, Frank Eschen will have many opportunities to strengthen further KSD's position as St. Louis' PREFERRED station for the NEWS.

These recent photographs of exclusive KSD broadcasts by Admiral Halsey (above) and General Doolittle (below) attest that Frank Eschen is already well-established in his new duties.

KSD NBC AP

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the

ST. LOUIS POST-DISPATCH

National Advertising Representatives

FREE & PETERS, INC.

New Recording Units

TWO NEW recording units developed by the Armour Research Foundation of Illinois Institute of Technology were demonstrated Jan. 11 for the first time before Armour wire sound recorder licensees in Chicago. Camras Transitional Model is designed for installation in home radio receivers. The unit occupies half the space of a standard disc record changer, and can provide up to one hour of continuous recording without change of spools. Second Armour development is Demonstrator A, incorporating a high-speed rewind and a fidelity comparable to finest available electrical transcriptions.

DAVID B. MANSUR, assistant chairman of Canadian National War Finance Committee, Ottawa, and closely connected with radio advertising of nine Canadian Victory Loans, has been named president of the government's new Central Mortgage & Housing Corp.

'AMERICAN' ORIGIN ESTABLISHED

Mark Woods Presents Plaque to Mrs. Leroy Mark —Crediting Husband With Founding Company—

AUTHORSHIP OF the corporate title "American Broadcasting Company"—concerning which there has been some litigation—has been established.

The American Broadcasting Co. through its president, Mark Woods, at a testimonial luncheon January 7th at Washington's Mayflower Hotel presented to Mrs. Leroy Mark a plaque signifying that Mrs. Mark's late husband, founder of WOL Washington, also was founder of the "American Broadcasting Company."

The plaque was inscribed: "In tribute to LeRoy Mark, an outstanding leader in radio and the founder of the American Broadcasting Company.

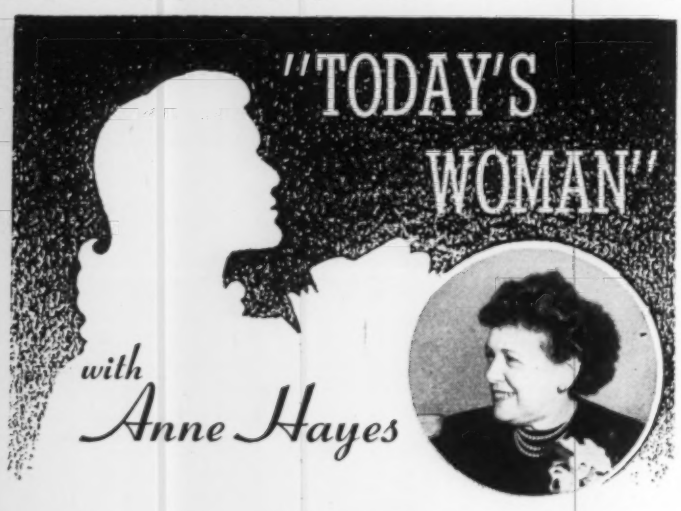
"Presented to Mrs. Mark, with deep appreciation, by the Blue Network Company Inc., at the time of its change of name to American Broadcasting Company."

Mr. Woods explained at the luncheon, attended by twenty guests, that Mr. Mark had originated the name "American Broadcasting Company" on Sept. 27, 1927. He said that Mrs. Mark had "graciously consented to the use of the name by the Blue Network Company Inc."

Guests Present

Guests were: Mrs. LeRoy Mark, the guest of honor; Mrs. Mary Peavey. Representing the American Broadcasting Co. and WMAL, key ABC Washington outlet, were Messrs. Edward J. Noble, chairman of the board; Mark Woods, president; Robert Kintner, vice president; Samuel H. Kauffmann, president of the Evening Star Broadcasting Co.; Kenneth H. Berkeley, Washington manager; and commentator Ray Henle. Representing the Federal Communications Commission: Paul A. Walker and William Henry Wills. Balance of those present included: Senator Robert M. LaFollette of Wisconsin, Congressman Clarence Lea of California, William Dolph of the American Broadcasting Stations Inc., Herbert M. Bingham, D. Worth Clark, former Senator from Idaho, Miss Madeline Ensign.

Press representatives included: Peter Carter, *Washington Times-Herald;* Ned Brooks of Scripps-Howard; Emil Hurja, public relations adviser; Robert Richards, editorial director of BROADCASTING Magazine.



Today's Woman is a Go-Getter. She buys from 80% to 90% of things in general use in our daily lives. She prepares a ton of food a year for each member of her family. And she knows exactly what she wants to get with the $2,000 she and her average husband have saved.

Anne Hayes, backed by twelve years of experience and audience building confidence, reaches and holds the interest of Today's Woman. A homemaker herself, Anne Hayes has a practical knowledge of what women want to know and the ability to put it across.

For availabilities on "Today's Woman with Anne Hayes," Monday through Friday at 11:45 AM, contact your nearest John E. Pearson office.

5000 WATTS

BASIC STATION
AMERICAN Broadcasting Co.

Represented by
JOHN E. PEARSON

KANSAS CITY KCMO

CHICAGO • NEW YORK • KANSAS CITY

New Diodes

ELECTRONICS Division of Sylvania Electric Products, Boston, has announced germanium crystal diodes suitable for use as second detectors and D-C restorers in television receivers, frequency discriminators in FM circuits and various other applications. Produced in tiny cartridges one-fourth by three-fourth inches, these diodes require no heat supply or adjustment and may be wired directly into circuits with tinned copper leads, the company states.

Steady Progress Is Seen for Video

RCA-Victor Executive Expects Gains To Accumulate

PREDICTING that a few further sensational technical discoveries in television may be expected, W. L. Lawrence, commercial television equipment section of RCA-Victor, told members of the American Television Society last Tuesday that future television progress, like that of radio, will be in the form of "an accumulation of steady development."

Television's steady, if unspectacular, technical future is a testimonial to its current stage of development, Mr. Lawrence said. The medium has already reached a point of practicality, he said.

Recent significant developments which Mr. Lawrence mentioned were the image orthicon camera with a sensitivity approximating that of the human eye, a water-cooled radio frequency output tube for transmitters which has broad band possibilities in the 300 mc range, and a new broad-band antenna which is capable of intercepting all present television channels.

Master Receivers

Dr. Thomas T. Goldsmith, director of research, Allen B. DuMont Labs., told the society members who met at luncheon in the Hotel Sheraton, New York, that DuMont had devised a video distribution system in the form of a master television receiver to be installed in hotels and apartments. The system would be able to receive all television programs in the area, relay them to individual receivers in hotel rooms or apartments where selection of programs could be made.

Dr. Goldsmith predicted it would be at least two years before widespread installation of such a system would become necessary.

M. L. Levy, chief engineer of special products, Emerson Radio & Phonograph Co., said television manufacturers planned to produce a wide variety of styles of receivers, perhaps as many as 50. Emerson, he said, expects to produce two popular priced receivers but manufacturers in general will "probably make sets that will incorporate all services of television, FM and standard broadcast."

Mr. Levy said he believed that the public will be satisfied to buy television receivers while the medium is still confined to black and white transmissions. Prospects for commercial color television within "five or ten years," he said, were not bright.

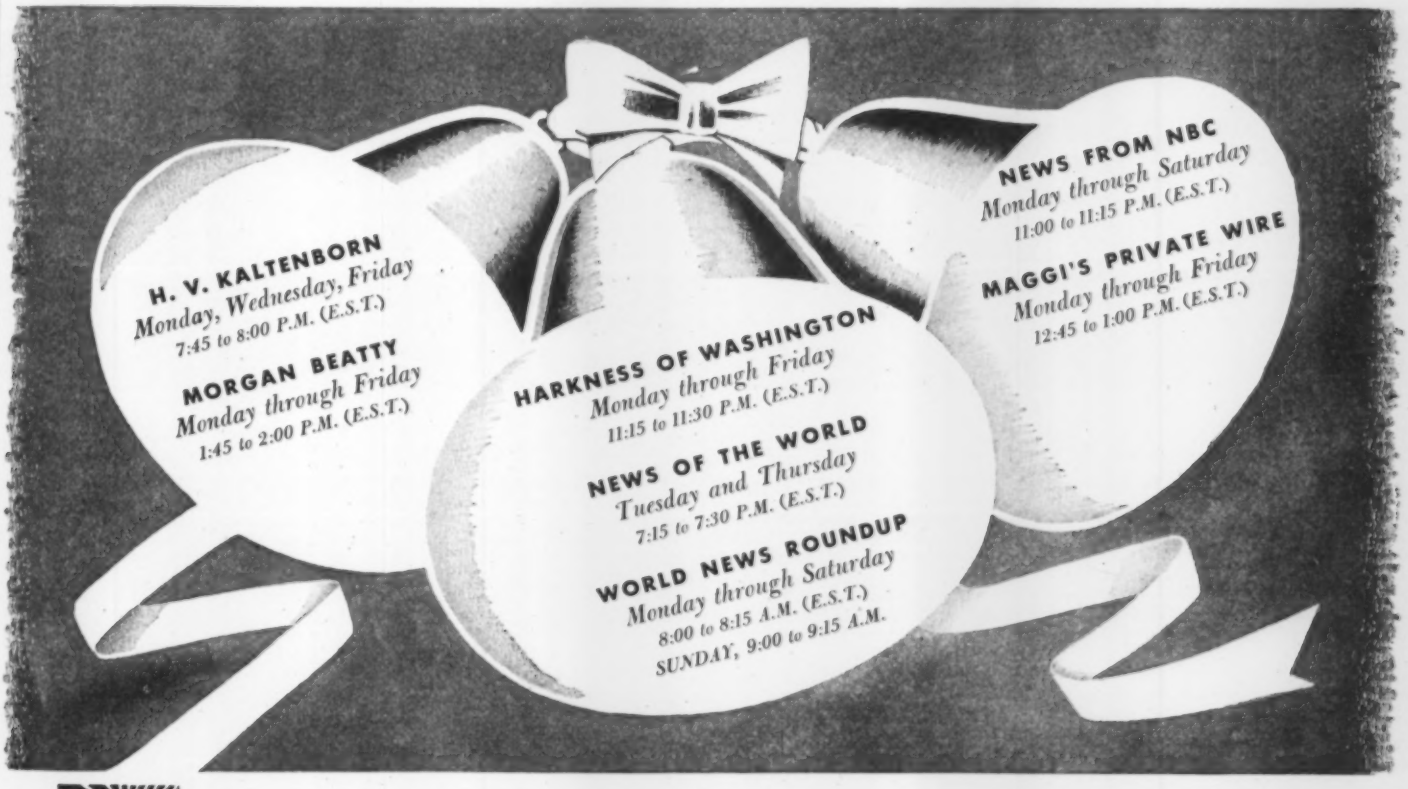
INGRID BERGMAN and Ray Milland will appear on Philco Corp. "Radio Hall of Fame" on ABC Jan. 20 to receive their New York Film Critics Awards as best actress and actor of past year. Money usually allocated for program will be donated to Motion Picture Relief Fund by Philco Corp. Agency is Hutchins Adv., New York.

let the News ring out

NBC Co-operative news programs swing into 1946 on more NBC stations and with more local sponsors than at any time since they were inaugurated in 1943. NBC stations across the country welcome these NBC live-talent shows—local sponsors are quick to give their products the prestige of NBC programs at local cost—and listeners are attracted and held week after week by the big-time names appearing regularly on these programs.

In 1946 listeners will demand more and more news—news of the world in flux—news of the peace that is being built—news of Washington and the nation. You can give this news to your local listeners through such NBC Co-operative shows as World News Roundup, News of the World, News from NBC and the authoritative reporting and skilled commentaries of H. V. Kaltenborn, Richard Harkness and Morgan Beatty. But not all the news is serious. With time to play in 1946, listeners are finding more and more enjoyment in Maggi's Private Wire—glamorous Maggi McNellis bringing news, gossip and celebrities of Hollywood and New York to your local Main Street.

Give your products the up to the minute, attention-compelling appeal of NBC news in 1946. Consult your local NBC station for availability of these important live-talent NBC shows, or contact Burton M. Adams, NBC, Radio City, New York.



A Service of Radio Corporation of America

AMERICA'S NO. 1 NETWORK

...the National Broadcasting Company

Only LINGO
OFFERS THESE "6 EXTRAS"
AT NO EXTRA COST
1 Moderate Initial Cost
Worthwhile savings are assured over other types of Vertical Radiators, with complete prices including construction, equipment and erection quoted in advance.
2 Optimum Performance
Working and field tests indicate within 3% of 100% efficiency, due to low base capitance, high characteristic impedance, practically sinusoidal current distribution and the nearest approach to the classical vertical wire.
3 Low Maintenance Cost
Occasional painting (for example) is usually one-quarter that of a structural steel tower of similar height.
4 5-Year Insurance
Every Lingo erected radiator is insured against all risks of loss or damage for a period of 5 years by individual policy issued to purchaser by standard insurance carrier.
5 50 Years' Experience
Since 1897 Lingo has constructed and erected vertical round structures. They have proved their stability in wind velocities over 100 mph and in climates the world over.
6 Single Responsibility
We erect our own radiators by factory-trained specialists. Foundations are designed to meet each individual location. Lingo sees the whole job through.
JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, NEW JERSEY
Write for Recommendations —pertaining to such problems as proper radiator height, ground systems, performance expectation, etc. In writing please indicate location, power and the frequency proposed.
LINGO VERTICAL TUBULAR STEEL RADIATORS

25 Additional FM Grants Made; Five CP's for AM's Are Issued

AN ADDITIONAL 25 conditional grants for new FM stations and five construction permits for new standard stations were authorized last Wednesday by the FCC. The actions brought to 266 the number of FM grants issued since the lifting of the wartime freeze last October and to 72 the number of standard grants. The latter figure, which includes some authorizations made during the freeze, brought the total number of outstanding construction permits for standard stations to 1,019.

The Commission also designated for consolidated hearing 11 applications for new standard stations or changes in facilities. Most of the cases were ordered to be heard with other applications which have been scheduled for hearing.

The FM grants, which make available a channel for each grantee but require further examination of engineering details before construction permits are issued, included three in Syracuse, N. Y., and two in Buffalo. All except five were to applicants with interests in standard stations.

Standard cases designated for consolidated hearing were: Thomas J. Watson, Endicott, N. Y., and James R. Meachem, Elmira, N. Y., both seeking new stations on 1450 kc, 250 w, unlimited time; Palladium Publishing Co., Benton Harbor, Mich., and Myles H. Johns, Milwaukee, Wis., both seeking 1060 kc, with 250 w day and 1 kw day, respectively.

Standard cases consolidated with other applications scheduled for hearing were: E. D. Rivers (WGOV), Valdosta, Ga., seeking change in frequency to 950 kc, increase in power to 1 kw, and directional antenna for night use; E. T. Wright, Orlando, Fla., for new station on 950 kc, 1 kw, unlimited, DA-night; WHP Inc., Harrisburg, Pa., for change in frequency to 580 kc, 5 kw day and night; Georgia-Carolina Broadcasting Co., Augusta, Ga., for new station on 1340 kc, 250 w, unlimited; and R. F. & W. Broadcasting Co., Corpus Christi, Tex., for new station on 1230 kc, 250 w, unlimited.

Also designated for consolidated hearing were two applications by James A. Noe, one for change in frequency to 1060 kc and power increase to 50 kw of his station in New Orleans (WNOE), and one for a new station in Shreveport, La., on 1550 kc, 250 w, unlimited.

New standard grants were issued to:

Davidson County Broadcasting Co., Lexington, N. C., 1190 kc, 250 w, daytime.

New Iberia Broadcasting Co., New Iberia, La., 1240 kc, 150 w, unlimited.

Whiteville Broadcasting Co., Whiteville, N. C., 1240 kc, 250 w, unlimited.

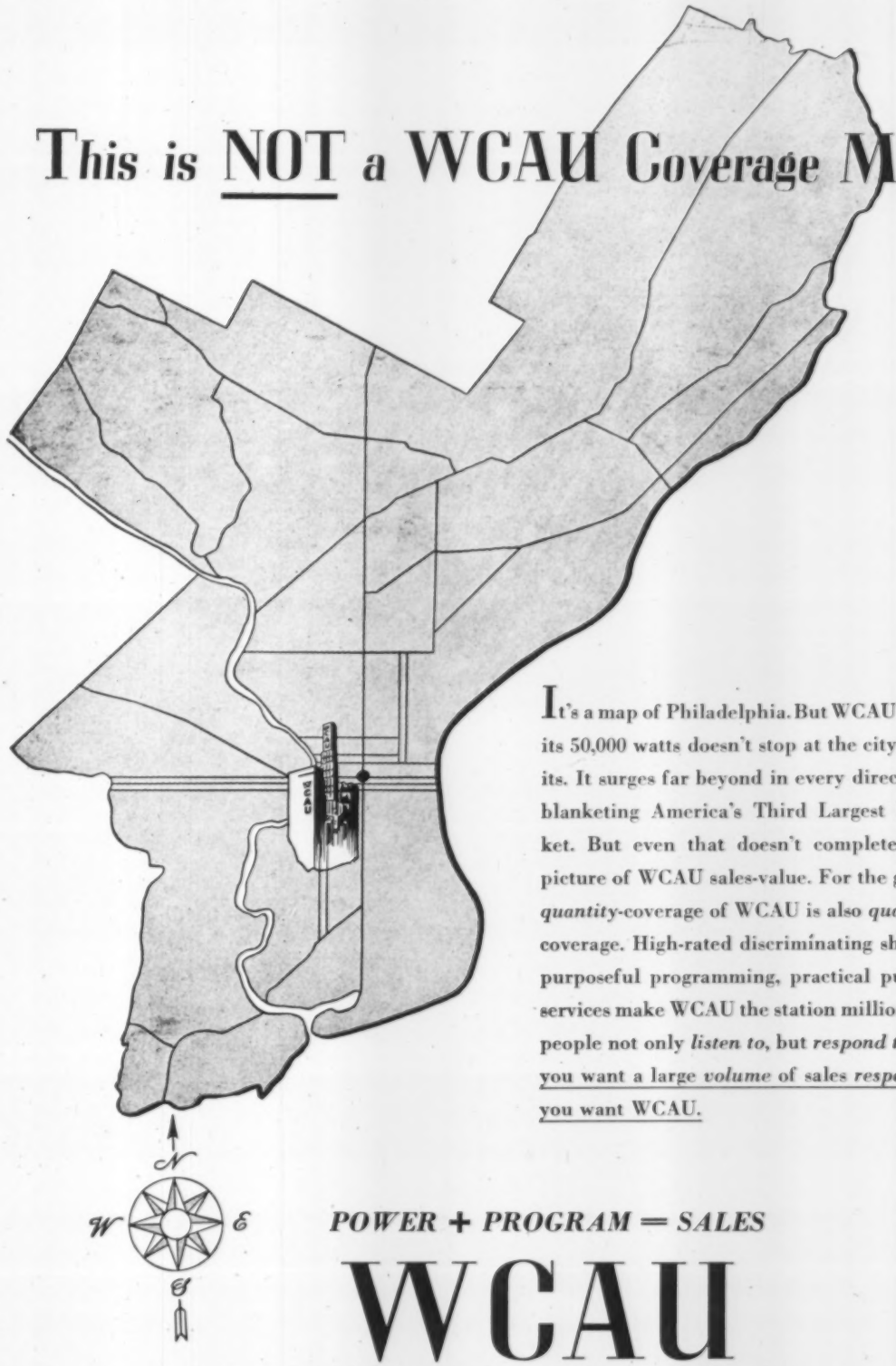
Cullman Broadcasting Co., Cullman, Ala., 1340 kc, 250 w, unlimited.

Coeur d'Alene Broadcasting Co., Coeur d'Alene, Ida., 1430 kc, 1 kw, unlimited, directional antenna.

Following is the list of FM grants:

City	Grantee	Type of FM Station
	CONNECTICUT	
Waterbury	American Republican, Inc. (WBRY)	Metropolitan
	GEORGIA	
Columbus	Columbus Broadcasting Co. (WRBL)	Metropolitan
Rome	Rome Broadcasting Corp. (WRGA)	Metropolitan
Savannah	Savannah Broadcasting Co. (WTOC)	Metropolitan
	ILLINOIS	
Quincy	Lee Broadcasting, Inc. (WTAD)	Metropolitan
	KENTUCKY	
Lexington	American Broadcasting Corp. of Kentucky (WLAP)	Metropolitan
Paducah	Paducah Newspapers, Inc.	Metropolitan
	LOUISIANA	
New Orleans	Supreme Broadcasting System, Inc.	Metropolitan, possibly rural
	MICHIGAN	
Flint	Flint Broadcasting Co. (WFDF)	Metropolitan
Saginaw	Saginaw Broadcasting Co. (WSAM)	Metropolitan
	MISSISSIPPI	
Jackson	Lamar Life Insurance Co. (WJDX)	Metropolitan, possibly rural
	NEW YORK	
Buffalo	WBEN, Inc. (WBEN)	Metropolitan, possibly rural
Buffalo	WEBR, Inc. (WEBR)	Metropolitan
Syracuse	Syracuse Broadcasting Corp. (WOLF)	Metropolitan
Syracuse	WAGE, Inc. (WAGE)	Metropolitan
Syracuse	Central New York Broadcasting Corp. (WSYR)	Metropolitan
	NORTH CAROLINA	
Hickory	Catawba Valley Broadcasting Co. Inc. (WHKY)	Metropolitan, possibly rural
High Point	High Point Enterprise, Inc.	Metropolitan
	OHIO	
Dover	The Tuscora Broadcasting Co.	Community
Marion	The Marion Broadcasting Co. (WMRN)	Metropolitan, possibly rural
Wooster	The Wooster Republican Printing Co.	Metropolitan, possibly rural
	OKLAHOMA	
Ardmore	John F. Easley (KVSO)	Metropolitan
Lawton	Okla. Quality Broadcasting Co. (KSWO)	Metropolitan
	PENNSYLVANIA	
Erie	Presque Isle Broadcasting Co. (WERC)	Metropolitan
	TEXAS	
Wichita Falls	Times Publishing Co. of Wichita Falls (WACO)	Metropolitan

This is NOT a WCAU Coverage Map



It's a map of Philadelphia. But WCAU with its 50,000 watts doesn't stop at the city limits. It surges far beyond in every direction, blanketing America's Third Largest Market. But even that doesn't complete the picture of WCAU sales-value. For the great *quantity*-coverage of WCAU is also *quality*-coverage. High-rated discriminating shows, purposeful programming, practical public services make WCAU the station millions of people not only *listen to*, but *respond to*. If you want a large *volume* of sales *response*, you want WCAU.

POWER + PROGRAM = SALES

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

Paper Ownership, Community Activities Play Part in Binghamton, N. Y., Grant

NEWSPAPER ownership and community activities played important parts in an FCC proposed decision last week to grant the application of Southern Tier Radio Service for a local station in Binghamton, N. Y. and deny application of the Binghamton Press Co., a Frank E. Gannett holding, for local facilities in the same community.

In its conclusions the Commission found that both applicants were qualified "legally, technically and financially". Selection was made, however, "upon a comparison of the extent of local residence, local activities and the radio experience of the stockholders, officers, directors and permanent personnel . . . and also upon the Commission's announced policy of so exercising its licensing power as to promote, where practical, diversification in the controls of the media of mass communication."

The FCC made it plain that where there are mutually exclusive applications, both newspaper and non-newspaper, it intends to deny the newspaper application and grant the other, where "practical".

In the current case the FCC found that Frank E. Gannett, who controls the corporation owning the *Press* and controlling stockholder of the proposed station, was a non-resident, whereas the majority of stockholders of Southern Tier were residents of Binghamton.

Application of Joseph Hershey McGillvra, Agnes I. McGillvra and Adam J. Young Jr., doing business as Binghamton Broadcasting Co., was withdrawn. Proposed grant for Southern Tier is 1490 kc with 250 w, unlimited. The *Press* sought 1450 kc with 150 w.

Officers of Southern Tier are Donald W. Kramer, Binghamton attorney, president (10%); E. R. Vadeboncoeur, vice president of WSYR Syracuse, vice president (10.835%); Charles H. Buck, Binghamton real estate man, secretary (10%); Neison L. Kidd, treasurer of WSYR and former NAB accountant, treasurer (10.835%).

Horace L. Lohnes and Fred W. Albertson of Dow, Lohnes & Albertson, represented Southern Tier and Louis G. Caldwell, Reed T. Rollo and E. D. Johnson of Kirkland, Fleming, Green, Martin & Ellis appeared for the Press Co. Hearings were held Dec. 7 with Sam Miller and Charles Hubert representing the FCC.

Seven Join BMB

SEVEN radio stations joined BMB during the first week of 1946, bringing the total membership up to 609 stations, in addition to the four major national networks. New subscribers are: WOLF Syracuse, WCBM Baltimore, KVFD Fort Dodge, Iowa. KGBS Harlingen, Tex., WMAM Marinette, Wis., KOMA Oklahoma City.

SPONSORED BOOSTER
WBAX Program Describes Factories at Work

AN INNOVATION in sponsored community programs will be started tentatively Feb. 20 by August Grebe, business manager of WBAX Wilkes-Barre, Pa., when Betty Blair, a local "find", takes her listeners into plants and factories in three states, providing on-the-scene descriptions of industrial production, employe welfare activities and interviews with workers.

Designed to acquaint listeners with local industries, the programs will be broadcast each Wednesday from leading plants in northeastern Pennsylvania, southern New York and northern New Jersey, using facilities in the various cities which will be connected by tie line with WBAX. Mr. Grebe has arranged to have the talks carried by 10 stations in these states.

The programs will be sponsored cooperatively by the plants participating, with special announcements given to the factory described each week.

Miss Blair broadcasts a daily program, *Women in the News*, at 9:45 a.m. on WBAX to an estimated audience of 20,000 women. She will devote her Wednesday time to the tri-state industrial series, continuing the remaining four days on a sustaining basis. She has broadcast on previous Wednesdays from plants of General Cigar Co., Columbia Mills, Lehigh Valley Coal Co., Duplan Silk Co., and J. B. Carr Biscuit Co. The programs have been rebroadcast during the evening.

PAUL D. LYNCH, for five years in private practice of law in New York, has been appointed attorney in New York division of NBC legal department.

"HOWARD'S AND ME-- BOTH WELL-SUITED!"

How many stores, would you say, have broadcast over one station, five days a week, every week of every year, for 20 years—two decades? That's what Howard's Clothes For Men has done, over WDAY!

You can't blame us for taking pride in the number of local accounts which we *keep* for years, years and years! Because such advertisers can easily check results, and wisely quit if they don't *get* them!

Howard's is only one of *eighteen* "locals" who have been with WDAY, *steadily*, from ten to twenty-three years! Ain't you convinced, *yet?*

WDAY, INC.

N. B. C.

FARGO, N. D.

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

McCarthy Urges Education Campaign For Free Enterprise; Deplores 'Statism'

AGGRESSIVE campaign to educate U. S. people in free enterprise as opposed to present economic trends toward Government intervention in business was urged upon all advertisers last week by J. E. McCarthy, dean of the College of Commerce, Notre Dame U.

Dean McCarthy spoke at the 35th annual conference of the National Retail Dry Goods Assn. at the Hotel Pennsylvania, New York.

"A growing number of our American people have become active subscribers to the tenets and beliefs of statism," he said. "They believe our economic destinies can be best preserved and augmented by Government control of the processes of production and exchange."

Mr. McCarthy, clashing with those notions, told his listeners that U. S. prosperity hinged on free, competitive enterprise. But to prove to many an American who has been "misled" by proponents of leftist economics that this is so, U. S. capital must make cogent argument on its own behalf.

"As a matter of simple honesty, we must acknowledge that we have paid no attention to telling the workers the story of the glorious achievements of American industry and of the partnership concept of American industrialism," he said.

Starting point for Mr. McCarthy's proposed campaign of education would be a "marshalling of all forces of advertising," he said. "Every medium, newspapers, magazines, outdoor (advertising), radio and direct mail service, must be constituted as armies with specific objectives to be achieved."

Through active use of these media, he said, the industrialist must "in simple reportorial form, point up the false economic concepts that have gained circulation."

Prominent among exhibits at the dry goods conference, which extended from Jan. 7 to 11, was one sponsored by RCA-Victor showing television as used in recent experiments at Gimbel's, Philadelphia department store.

While Mr. Hooper* Sleeps

● C. E. Hooper goes to bed at 10 o'clock (Indianapolis time) . . . but a lot of Hoosiers stay up long after that hour to listen to WIBC.

And here's a case in point . . .

At 11:30 P.M. on the night of Friday, December 7, 1945 . . . without pre-announcement of any kind . . . two platter men on the WIBC night shift decided to stage a spontaneous Victory Bond drive. Having secured six girl volunteers to help, they announced over the air at 11:30 that they would play any telephoned request selection, provided the listener would pledge himself for a bond.

Within fifteen minutes all six girls were busy . . . the switchboard was jammed for two hours . . . until 2 A.M. . . . two hours after all other local stations were off the air . . . and one hour after the usual WIBC sign-off time.

Hooper doesn't know it, but WIBC has a healthy, wide-awake audience while he sleeps . . . and at the C-time rate, it provides an economical opportunity for spot advertisers that should be investigated.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

No offense, Hoop . . . we know you have to sleep sometime!

5 to 1 In Indianapolis It's 1070 on the dial

Twenty hours daily . . . from 5 in the morning till one hour past midnight Sundays, 7 to 1. WIBC provides entertainment Hoosiers like to hear.

MUTUAL OUTLET IN INDIANAPOLIS

WIBC

The Indianapolis News Station

Triple Bostons

LISTENERS may have thought somebody's tongue slipped when Tom Matthews, news editor of WFLA Tampa, interviewed "Miss Boston of Boston and Boston." But all three Bostons were correct. The interviewee was Miss Maude Merrick Boston, British lecturer now on tour of the U.S., then in Tampa. Miss Boston is from Boston, England; her U.S. address is Boston, Mass.

Cruttenden Retires

ALGERNON CRUTTENDEN, assistant to the manager, RCA Communications tariff bureau, and oldest RCA Communications employe in point of service, retired from active duty last week because of poor health.

He joined British Marconi Co. in 1904, went to American Marconi Co. the next year and remained with that concern until it became RCA in 1919.

VETERAN drama program "Snow Village" started on Mutual Jan. 12 for return series of broadcasts that first started in 1930. Half-hour weekly program presents the dry, beguiling humor of characters who gather in New England crossroads stores.

GEARED to handle a deluge of radio and press dispatches and GI personnel messages, "Station Y," second European station built and operated by RCA at request and with cooperation of U. S. Army Signal Corps, went on the air from Rome, establishing direct radiotelegraph communication with New York. The central office is shown above. RCA last week revealed the record of "Station Y" and similar stations which are operated in the European and Pacific theatres.

RCA Stations Helped to Speed News, Messages From War Area

IN THE LAST 18 months of war half a dozen RCA mobile radio stations leapfrogged in the wake of lunging U. S. armies. The little stations had big voices; since the beginning of their operations Feb. 1, 1944, they had transmitted from battlefronts to the U. S. some 50,000,000 words, mostly news, and an impressive number of voice broadcasts, but military security had prevented them from issuing one word on their accomplishments.

Last week RCA thought it was time that the stations found their own voices. At a press conference in New York RCA communications men proudly revealed the record.

In the fall of 1943, European military operations had sped beyond effective reach of commercial communications. The news was on the Italian front, but the means of transmitting it to the U. S. was in North Africa. The Army, beset by war correspondents' troubled pleas, asked RCA for help.

On Nov. 4, 1943, 18 RCA engineers and operators embarked from New York with a complete transmitting and receiving terminal designed especially for the job in store. By Feb. 1, 1944, "Station X" was in direct operation between Naples and RCA New York. This was the forerunner of other stations that followed the armies through the rest of the European campaign.

Second station was established June 10, 1944, in Rome. By fall the Army had invaded southern France and with it went "Advanced X," a mobile unit that trailed the troops to Germany.

Meanwhile a mobile station had been put into action in northern Italy.

When U. S. troops entered Berlin, RCA had another station ready to install in the fallen enemy stronghold. This station began Berlin-New York operations July 25, 1945. Five days later a mobile station in northern Italy opened its New York circuit.

To provide communications for press and radio coverage of postwar Europe, RCA has established stations in Vienna and Nuremberg, the latter carrying the bulk of news from the Nazi war crimes trials.

Meanwhile, in the Pacific, RCA was getting a similar program underway. After the fall of Manila, an RCA team established radiotelegraph communications to San Francisco. Within days after the beginning of American occupation of Japan, an RCA team cooperating with U. S. Army Signal Corps opened direct operations between Radio Tokyo and San Francisco. Within a short time a third RCA team will begin operations from Seoul, Korea, to the U. S.

Additionally the stations carried Expeditionary Force Messages from members of the armed forces. In one week before Mother's Day, 1944, Station X in Naples transmitted 41,000 EFMs.

Portraits Presented

OIL PORTRAITS of Charles A. Webb, president of Asheville (N. C.) Citizen-Times Co., licensee of WWNC Asheville, and Donald S. Elias, company vice president and executive director of the station, have been presented by employes of the company for display in the Citizen-Times building. Painted by Cuthbert Lee, the portraits were unveiled before Messrs. Webb and Elias at a surprise ceremony Dec. 21.

ALBUQUERQUE
Is New Mexico's Major Market
KGGM
1260 KC. 1000 WATTS - FULL TIME - COLUMBIA AFFILIATE

KVSF
(1340 KC. 100 Watts)
In Santa Fe, state capital and second largest city in New Mexico, gives complete basic coverage New Mexico's second major market at low cost. Affiliated with KGGM and the Columbia Broadcasting system.

POPULATION* - - - 73,327
14⅓% OF TOTAL STATE POPULATION
BUYING POWER** - $90,265
27¼% OF TOTAL STATE INCOME
RETAIL SALES** - - $40,580
22⅝% OF TOTAL STATE RETAIL SALES

* Source: U. S. Bureau of Census and O. P. A.
** In thousands (000 omitted). Source: Sales Management

STRATEGICALLY LOCATED . . . AT THE CROSSROADS OF THE ENTIRE SOUTHWEST . . . ALBUQUERQUE IS THE MAJOR AIR, HIGHWAY AND RAIL CENTER, AS WELL AS THE GREAT WHOLESALE CENTER BETWEEN KANSAS CITY AND LOS ANGELES AND BETWEEN DENVER AND EL PASO.

REPRESENTED NATIONALLY BY

TAYLOR-HOWE-SNOWDEN
RADIO SALES
NEW YORK CHICAGO DALLAS AMARILLO

FRANK WEBB
opens Avery office in Los Angeles

Photo by BACHRACH

One of the country's outstanding radio sales executives, Frank V. Webb, has resigned as General Manager of the Broadcasting Division of Farnsworth Television and Radio Corporation to join Lewis H. Avery, Inc.

Frank will head the new Avery office to be opened in Los Angeles on January 15th.

Before joining Farnsworth, Frank was five years with Westinghouse Radio Stations, the last two and one half years as Sales Manager of Station KDKA. Previously he had spent ten years on the West Coast in newspaper and radio sales.

As one of the leading commercial radio men of our day, Frank has demonstrated that he believes as we do—about radio station representation—and aggressive activity.

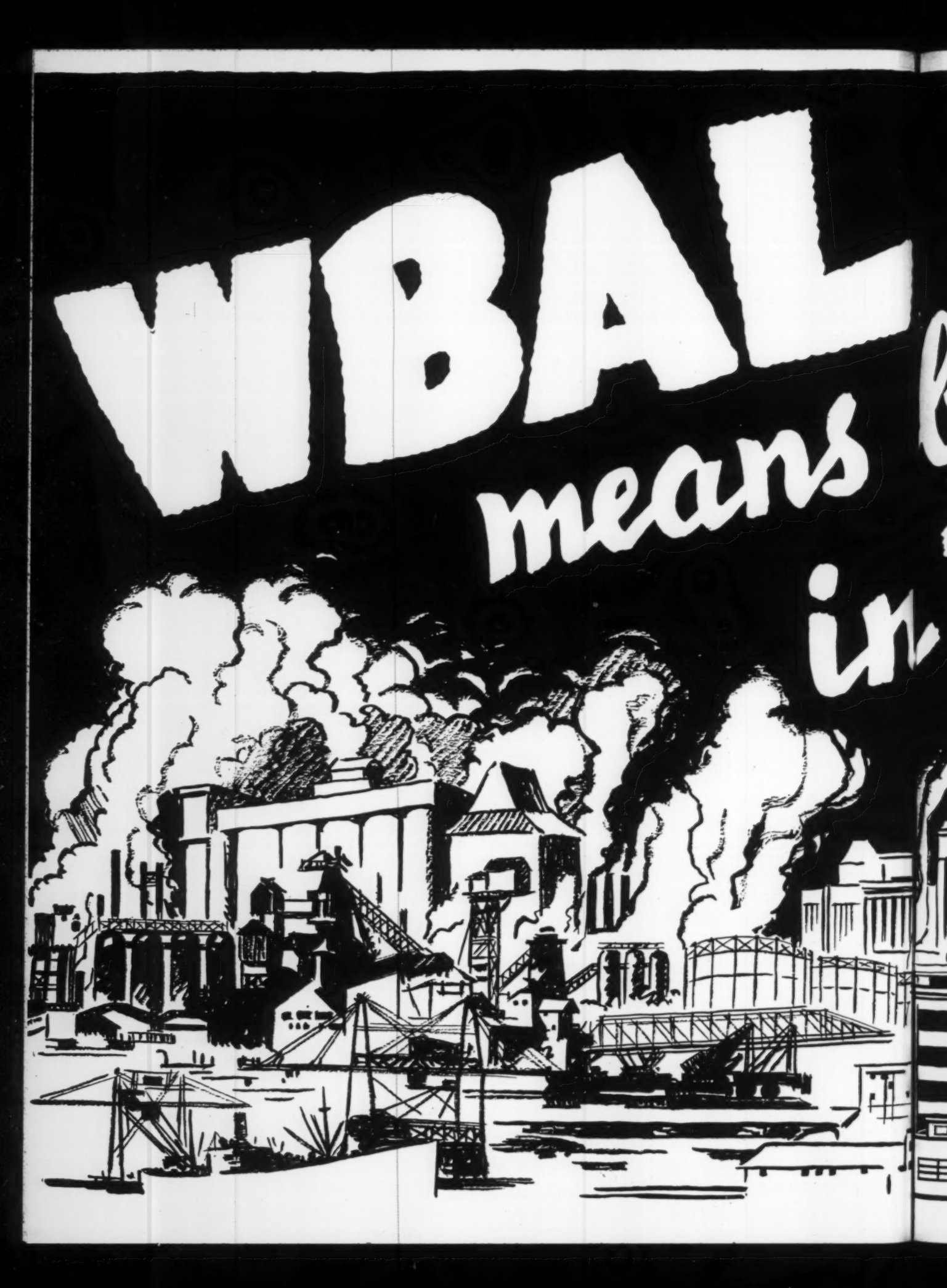
LEWIS H. *Avery* INC.

Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
PLaza 3-2622

544 Market Street
San Francisco, Calif.
DOuglas 5873

333 No. Michigan Ave.
Chicago 1, Ill.
ANDover 4710


WBAL
means
in

business Baltimore*

* Fastest Growing Big City in the East
* Great Industrial Center
* Diversification Insures Progress
* Great Shipbuilding Center
* A Great Port with a Great Future

WBAL, Baltimore—50,000 Watts—NBC Network

One of America's Great Radio Stations

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

Soft Voice & Big Stick

RANK AND FILE broadcasters in the West have had their first look at and meeting with their new spokesman and leader, Justin Miller, and are favorably impressed on both counts.

The new NAB president, who took office just four months ago, didn't indulge in arm-flailing and fire and brimstone in his maiden appearance before district meetings in Los Angeles and San Francisco last week. If anything, he maintained the equanimity and decorum of the jurist's bench he left so recently.

But broadcasters didn't get the impression that their new leader is one disposed toward peace and harmony at any price. He displayed a keen awareness of problems that confront radio. He doesn't under-estimate the opposition. He wants a militant, hard-hitting approach, but he wants all radio united first.

Mr. Miller in his discussions on the record and off, pegged the issue. It is whether radio's freedom shall be perpetuated.

Mr. Miller thinks the FCC has gone beyond its authority in seeking to assert program controls which were not intended in the law. He didn't toss about loose adjectives but he demonstrated clearly that he is not disposed to let such things go by default.

Mr. Miller recognizes the labor problem, too. He didn't deign to mention the name "Petrillo" in his public utterances. He wants to talk with the union head first. (We could tell him now what the result will be, but the Judge is disposed to find out for himself.)

In the next four months, Mr. Miller will have made the rounds of the 17 NAB districts, touching home base in Washington between jumps. It is healthy for him to have these first hand contacts with those station owners and executives he represents, just as it was fortunate that he made the inspection trip to Europe last summer with the Broadcasters' Mission to learn for himself how the "European Plan" of government-owned radio operates.

There will be broadcasters who will try to goad Mr. Miller into action now, impatient lest greater injury is done.

Mr. Miller, in sales parlance, would be pegged as low pressure. He believes in a soft voice and a cool head. To borrow a phrase from a Roosevelt of another generation, we would urge that he also carry a big stick.

WE ARE going to have publicity offices for the NAB in New York and Los Angeles, as well as in Washington. Now, if somebody will just say something . . . .

BMB Bonus

BROADCASTERS have been regaled with arguments as to why the Broadcast Measurement Bureau is needed to measure coverage of stations on a uniform basis. The cooperation of the advertisers and their agencies in this project, of course, is readily understandable, but some stations, notably smaller ones, have wondered why they should lend their aid, feeling only that they will give further ammunition to their more lusty competitors.

The most potent argument we have heard yet for secondary station support came last week in Los Angeles from Russell Z. Eller, advertising manager of the California Fruit Growers Exchange, and West Coast Chairman of the Assn. of National Advertisers. BMB, he said, can make available to advertisers the necessary data to intensify the job of merchandising radio advertising to wholesale and retail distributors. To do this effectively the listener data must be broken down by stations into logical marketing segments. Among the printed media, advertisers seldom use a single newspaper or one magazine. The advertiser surveys his market problem. He may select the first newspaper, skip the second and third, and use the fourth and fifth, if that meets his campaign requirements.

In radio, however, it is the rare exception when an account uses more than a single outlet in a given market for the same program or copy vehicle. According to Mr. Eller, this results from lack of adequate coverage information, comparable to the circulation data in the publishing fields. He predicts multiple use of stations—perhaps a network affiliate for one type of coverage and an unaffiliated station for the same account.

That is radio's great untapped source in the highly competitive selling days ahead. Mr. Eller says the national pattern of merchandising must be built from local designs. Through BMB there will be made available facts which will permit more intelligent allocation of radio budgets.

We echo Mr. Eller's thought that the substitution for guesswork will provide rich dividends for all.

Turnabout

THE ACTION of the FCC in calling re-hearings on the FM allocations is courageous.

It is apparent that there are those in the Commission who now are doubtful about the evidence upon which the original proposed allocation "upstairs" was based. It has been learned, as well, that there are still others at the FCC who do not agree that new evidence should be taken.

But regardless of all other considerations, the FCC should remember—and obviously has remembered—that the allocations will have an enduring effect on American radio. More important than that, if they err now they will be accountable directly to the public.

As the situation now stands, there are two schools of thought: One favors upstairs allocation on the evidence of the Norton curves; the other favors downstairs as well as upstairs allocation on the evidence of curves developed by Radio Technical Planning Board and others. The Commission's task is an obvious one.

If the Zenith Radio Corp., or any other entity, possesses new evidence that would serve to contradict the expert opinions heretofore found acceptable by the Commission, that evidence should be on record. With it on the record, responsibility for the final decision cannot be misplaced.

THEY should call it FREQUENTLY Mudulated, in view of the open-field running that is being done on allocations for the new broadcasting system.

Our Respects To —

REX GEORGE HOWELL

COLORADO lost one of the best cow hands that ever forked a bronc when Rex Howell's folks moved from a ranch to Longmont, Col., back in 1920. Entranced by the modern conveniences of city life, Rex quickly yielded to the charms of the electronic art, then in an embryo stage.

The 13-year-old lad was as quick with a spark gap as he was with a lariat and soon had cluttered the premises with wires and gadgets, the fruits of frequent trips to the city dump. His father and mother were tolerant and helpful. The elder Howell now is part owner of KFXJ Grand Junction, which evolved from the oatmeal boxes and bread boards that featured the early Howell experiments.

Rex got his first ham license in 1921 when his homemade outfit was picked up in Boulder, 20 miles away, justifying his parents' faith and his high school teacher's patience. The elder Howell moved to Denver in 1924 so Rex could pursue his electronic experiments. First he got a job as operator and announcer at KFEL. Then he got a license for a 10 w portable broadcast station. This permitted him to operate in cities where there was no other broadcast station.

Equipment was bought from the estate of Elden Horn, pioneer Denver radio engineer, electrocuted while installing a station at Laramie, Wyo. With equipment stuffed into two carrying cases, it possessed high mobility. So it was relatively simple to install the station in an Edgewater, Col., bungalow. There wasn't any station in Edgewater, but Denver was conveniently near—two blocks away, as a matter of fact.

At Edgewater Mr. Howell practiced a radio business formula widely used in that era—call on advertisers, sell time, hurry back to the station, throw the switch and go on the air with the sponsor's message.

When the Radio Act of 1927 was passed the station became a fixed unit. Followed a gradual succession of power increases and economic development, rising from 10 w to 15, 50, and by 1930 a lusty 100 w. By that time the station had developed a good reputation in Denver, featuring a high-fidelity signal. It was still basically a one-man operation.

That year the Grand Junction Chamber of Commerce started a drive to interest some broadcaster in starting a station, since its mountainous site deprived it of almost all radio reception. The setup looked good to Mr. Howell so he moved KFXJ into the heart of the rich fruit belt known as the Western

(*Continued on page 52*)

They said it couldn't be done!

In 1936, when WQXR set out upon its unique policy of broadcasting only the best in music and strict adherence to quality and good taste in advertising, most radio experts sagely shook their heads.

But they overlooked one thing—within reach of WQXR's signal there are concentrated more lovers of fine music than in any similar area in the world. And WQXR is their only consistent means, day in and day out, of getting the kind of programs they like.

Grateful listeners from Canada to Carolina and as far west as Ohio were so interested in our programs and policy that many of them requested detailed information on WQXR's daily schedule. WQXR complied with a program booklet which still sells for 10¢ a copy or $1.00 a year. The total current paid circulation is more than 25,000 a month. Surveys indicate that the number of our regular listeners in the New York Market exceeds our program subscribers more than 25 to 1, which means a total audience in this area of some 500,000 families—an audience with above-average taste and income that advertisers find highly profitable.

We'd like to tell you more about WQXR. Write today for your copy of our "Program Booklet Circulation Report" and the folder giving the results of a study of "Regular Listening to New York Radio Stations."

WQXR AND FM STATION WQXQ
730 FIFTH AVENUE, NEW YORK 19, N.Y.

The Radio Stations of The New York Times

CBS

recently asked a blue ribbon jury to decide which of its stations did the best job of newspaper promotion. Prize $1,000!

Winner

was the same station which won Billboard Magazine's 1945 overall promotion award. The station you must use to control

Durham

North Carolina's third largest city in population, second top city in retail and drug sales, home of Duke Univ., maker of 25% of nation's cigarettes.

WDNC

Owned By Durham Herald-Sun Papers

Represented by Howard H. Wilson Co.

RESCUER WANTED
Linkletter Appeals for Aid For Condemned Statue

ART LINKLETTER, m. c. of Brown & Williamson Tobacco Corp.'s *People Are Funny* for Raleigh cigarettes on NBC, is appealing to listeners to help save a statue of "The Ideal American Wife" from burial by Robert Moses, New York park commissioner.

Lt. Col. William M. Hendrix, Army veteran of California, molded the statue as one of program's stunts. It subsequently was cast in bronze, and Mr. Linkletter notified the park commissioner that the program staff thought the ideal place for it would be a New York park. Commissioner Moses acknowledged the gift by the following letter to Mr. Linkletter:

"I can think of nothing more unwelcome than your gift of the bronze, life-size statue of 'The Ideal American Wife.' I say this unhesitatingly without having seen it, and simply on the basis of your letter and long experience with art of this sort.

"We have a number of reclamation operations going on in the park system which require fill of all kinds. I can promise that your statue will be part of the foundation of a new park, but it will be underground, where it will do noble service even though it is unseen."

Mr. Linkletter appealed on his broadcast to any city or town that might welcome the gift. Statue, en route from California to New York, has not yet arrived at Mr. Moses' door.

Respects

(*Continued from page 50*)

Slope. The elder Howell entered the business at that time.

KFXJ now has 1,000 w power and a Mutual affiliation, along with modern studio and transmitter installations. It features news, and in 1943 had a chance to show what a news-conscious station could do. That year two ammunition cars loaded with 75 mm shells let go in the Grand Junction railroad yards. KFXJ attained nationwide recognition for its role in directing rescue operations while shells and shrapnel fell around the studio. Public panic was averted, rescue work was handled nicely by civilian defense units and the Army and OCD were high in commendation.

Mr. Howell was born May 22, 1907. In 1927 he married Lucille Auth, of Denver. They have two children, Ruth Geraldine, 16 and Mary Jane, 7. He is past president of Grand Junction Lions Club and Forum Club, and a member of the C. of C. aviation committee. His hobby is flying. He owns his own plane and was a captain in the Civil Air Patrol. Since 1943 he has been a member of the NAB News Committee.

Who Should Censor Radio? . . . . *An Editorial*

Reprinted from Collier's Issue of January 12

LAWMAKERS, commissioners, uplifters, etc., are forever hatching schemes to censor radio programs in ways which each particular reformer thinks would be good for the listeners—though the boys never call it censorship.

The latest move to guide and control radio programs via the Federal Communications Commission is sponsored by Rep. Emanuel Celler (Dem., N. Y.), an estimable congressman some of the time but far off the beam, we think, this time. Celler has introduced a bill whereby the FCC would be empowered to compel all radio stations to allot given percentages of free time each day to discussions of public affairs, and the like.

PENDING before the House Interstate & Foreign Commerce Committee are several bills affecting radio. At least two—the Wood bill (HR-4775) and the Celler bill (HR-4314) would impose Government control over newscasts and public service programs. We present herewith a reprint from the Jan. 12 Collier's which emphasizes that censorship rightfully belongs to the public—not a Governmental agency.

It is a foolish and dangerous proposal, and one which could lead to complete government dictation over all radio programs.

Aside from the fact that radio already airs too many public-affairs forums for all but the most intellectual customers to keep up with, this scheme, like all the others that have gone before it, cuts across the correct principle of radio censorship in a democracy. That correct principle is that the listening public alone should censor radio, by the simple operations of tuning heavily in on programs of which it approves and of tuning heavily out on programs of which it does not approve.

If the public wants a preponderance of soap operas, comedians and horror yarns, that is the public's business. It is not the business of Mr. Celler, the FCC, or any other person or government agency. If the public's radio tastes change from time to time, that is also the public's business. The radio companies' business, of course, is to keep track of what the public wants, and to satisfy those wishes within ordinary limits of propriety.

Celler's proposal to require a given percentage of think-stuff from every radio station every day is the same thing essentially as would be a proposal that magazines and newspapers be required by law to print a given percentage of editorials and fact articles in each issue, at the expense of space for fiction, features, comics and advertising. Such a law would be absurd and tyrannical, and in all likelihood would be slaughtered, under the free-press clause in the Bill of Rights, as soon as it could be dragged into the Supreme Court.

Radio is entitled to the same freedom as is the press. And as in the case of the press, the only proper censor for radio is the public—which can do a better job than any one or two or five or six official censors.

Card Deluge at WABC

HALF-MILLION used Christmas cards swamped WABC New York Jan. 9, three days after an appeal by Arthur Godfrey on his daily morning participation program. He requested cards for the Save the Children Federation of New York, an organization that turns cards over to isolated rural schools to assist teaching art, where other facilities are lacking.

SEVEN NBC SHOWS RENEWED FOR YEAR

SEVEN leading programs on NBC have been renewed for 52 weeks, starting in late January.

These include three programs for Sterling Drug Inc., New York; *Waltz Time*, Friday 9:30-10 p.m. for Phillips Milk of Magnesia; *Manhattan Merry-Go-Round*, Sunday 9-9:30 p.m. for Dr. Lyon's Tooth Powder; *American Album of Familiar Music*, Sunday 9:30-10 p.m. for Bayer Aspirin. Dancer-Fitzgerald-Sample is agency.

Centaur Co. of Sterling Drug (Molle Shave Cream), renewed *Molle Mystery Theater*, Friday 10-10:30 p.m., through Young & Rubicam Inc.

Cities Service Co. (Petroleum Advisers Inc.), New York, renewed *Cities Service Highways in Melody*, Friday 8-8:30 p.m., through Foote, Cone & Belding.

Philip Morris & Co., New York (Philip Morris cigarettes), renewed *Johnny Presents*, Tuesday 8-8:30 p.m. Biow Co. is agency.

B. T. Babbitt Inc., New York (Bab-O), renewed *David Harum*, Monday-Friday 11:15-11:30 a.m., through Duane Jones Co.

"I hear over WFDF Flint that more of the boys are being discharged every day."

ESTIMATED OPERATING COSTS OF A FULL-SERVICE TELEVISION STATION.
12 MONTHS' OPERATING COSTS
(approximately 2½ years after service starts)
THE ECONOMICS of DuMONT TELEVISION

WHEN CAN TELEVISION TURN A PROFIT?

Facts, figures and "television know-how" are needed when considering this important question. Du Mont is qualified to help you find the answer. Du Mont has marched in the forefront of radio and electronic progress for the past 15 years. Du Mont has contributed importantly to television broadcasting and receiving equipment design. Du Mont has built more television stations than any other company. Du Mont has operated its Station WABD and commercially programmed its broadcasting time since 1942.

From this deep reservoir of television experience, Du Mont has drawn a pattern which you can use to plan your television future. This pattern is presented in detail in our new booklet, "The Economics of Du Mont Television." This booklet sharpens but one axe—the tested superiority of Du Mont station equipment. This is another Du Mont contribution to the development of a great new medium. Please request it on your firm letterhead.

Copyright 1946, Allen B. Du Mont Laboratories, Inc.

DUMONT *Precision Electronics and Television*

ALLEN B. DU MONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

BAKER PROVES AGAIN!

Quiet gentlemen! That little fellow there in the back of the hall wants to give a testimonial for KFI'S super air salesman, ART BAKER! Seems that not long ago Art was taken by the Christmas spirit and decided to do something for the 2,900 servicemen confined at Corona Naval Hospital. His idea (unique if we do say so ourselves) was to have the boys write request letters to Santa—care of Art Baker—which he would, in turn, pass on to listeners to fill. When the missives were in from Corona, Art gave *two* pitches about them on his daily network* program (NBC-KFI 10:45 a.m.). Believe it or not, in 48 hours over 30,000 responses arrived at NBC Hollywood. **Pacific—20 stations*

THE MISSING COUSIN

When the noted cellist, Willem Van den Berg was guest conductor for a recent broadcast of the "KFI-Hollywood Bowl Young Artists Competition" (Mon. 9:30 p.m.), a frantic call came to KFI's switchboard during the show. A woman listening to the program decided that Mr. Van den Berg was her long lost cousin from Holland and wanted an immediate verification. Upon receiving the message, the conductor denied knowledge of the woman but stated that such occurrences were not unusual. He told us that once, after a concert in Prague, 20 total strangers rushed up to the stage and embraced him as their missing cousin.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

MANAGEMENT

C. CLAYTON (Chuck) REDFERN, in the Marine Corps for three and a half years as Southwest Pacific combat correspondent, is general manager of the Athens Broadcasting Co., Athens, Tenn., permittee of WLAR, new station now under construction to operate unlimited hours with 250 w on 1450 kc.

HARRY J. OCKERSHAUSEN, former administrative assistant to FCC general counsel and recently released from AAF, has joined Washington law firm of Dempsey & Koplovitz.

FRANK M. (Scoop) RUSSELL, NBC Washington vice president, is father of a boy.

DON THORNBURGH, CBS West Coast vice president, returned to Hollywood last week after several weeks in the East during which he suffered a stomach attack which had hospitalized him in New York.

MAJ. BRIAN G. SHELLON has returned from five years' service with Canadian Army overseas to his post as manager of CJKL Kirkland Lake, Ont. After V-J Day Shellon was placed in charge of the Allied Forces programs on Radio Hilversum, Holland.

WENDELL B. CAMPBELL, general manager of KMOX St. Louis, is father of a girl.

DICK CONNER, vice president in charge of operations of ABS, is on a three week business trip to the Midwest, South and Inter-Mountain areas. He also will cover Eastern Seaboard before returning to Grand Rapids.

WILLIAM BANKS, owner of WHAT Philadelphia, is enroute to Florida to recuperate from a severe attack of flu.

Popular Home Products Sponsor 'Wake Up' Show

ABC's Saturday morning replacement for *Don McNeill's Breakfast Club, Wake Up & Smile,* presented from 8-9 a.m. (CST.) will be sponsored by Popular Home Products Corp. of New York (Staze denture adhesive), effective Jan. 19. Agency is Raymond Spector, New York. At the same time, Hal (Happy) O'Halloran, m.c. on the *WLS National Barn Dance* takes over duties as singing m.c. Assisting will be Boyce Smith, tenor, Kay Armen, blues singer, and Rex Maupin's orchestra.

Wake Up and Smile, according to ABC Chicago, is built to increase American's morning audience participation shows, notably *Breakfast Club* and *Breakfast in Hollywood.* The new show will also feature audience interviews and giveaways.

McNeill Released

WILLIAM DONALD McNEILL, recently released from the U. S. Naval Reserve, has joined McCann-Erickson's foreign department in New York. Before his Navy career he was known to the sport world as Don McNeill.

Indian Agency Group

ADVERTISING AGENCIES have formed for the first time in India an organization to be known as the Advertising Agencies Association of India. Purpose of the association is to raise and improve the standard of advertising in India, to encourage a high level of business and professional integrity among agencies and their suppliers and to arrange for educational course for those in the profession. First executive committee is composed of P. De Peterson, director of J. Walter Thompson Co. (Eastern) Ltd., Calcutta; S. K. Bose, manager the Press Syndicate, Ltd., Calcutta; J. N. Jaini, proprietor National Advertising Service, Bombay, and J. R. Chesire, manager Lintas Ltd., Bombay.

Wilson Director

E. F. WILSON, vice president and media director of McCann-Erickson, has been elected a director of the company.

STARKIST PRAISES RADIO'S AID

Enters Ninth Year on Air With New Show, 'Treasure Chest,' on 64 Stations

STARKIST Co., San Antonio, opening a new coast-to-coast campaign, gives radio a big share of the credit for its growth—and for the fact that Starkist sales in 1945 were more than five times greater than in any previous year.

Headed by Howard W. Davis, owner of KMAC San Antonio and KPAB Laredo, Tex., Starkist is in its ninth straight year of radio advertising to promote Starkist "Flotation" toothpaste and powder and shave cream. The 1946 campaign features *Starkist Treasure Chest,* a quarter-hour contest-type show currently heard on 64 stations Monday through Friday.

The broadcasts, spotted in most instances between 4:30 and 6 p.m., invite listeners to complete, in 25 words or less, a given statement such as "I'm glad I'm an American because . . . ." Daily prizes for the best answers are two 1946-model radio - phonograph combinations, two Helbros watches, and two deluxe-model Schwinn-Built bicycles. An additional prize of $500 is awarded for each week's best answer. The statements to be completed are changed weekly.

The 64 stations currently carrying the program are competing in an audience-building contest sponsored by the company. Starkist listed them as follows:

KAND KANS KCMO KDAL KELO KFIO KGKB KFJZ KLRA KLX KMAC KMOX KMPC KMYR KNET KOB KOCY KOL KOWH KPAB KRRV KSO KTRI KTUL KUTA KWBU KWBW KWJJ KWTO WAPI WBT WCBI WCCO WCOC WDGY WDNC WDZ WELO WEMP WEW WFBM WFIG WFVA WGAC WGBR WGBS WGTM WHBQ WINN WJBO WJDX WJLD WLAG WLEE WMBH WMMN WMSL WOLS WOPI WROX WRRF WSJS WCSC WSOC.

Pitluk Adv., San Antonio, is agency.

Holles Speech

EVERETT HOLLES, WBBM Chicago, news editor speaks before the Industrial Editors Assn. at its one-day clinic at the Hotel Morrison, Jan. 17. Following week Mr. Holles travels to Columbus, O., to make an address before annual radio clinic and convention of the American Assn. of School of Journalism on Friday and Saturday, Jan. 25-26.

NEWS INTERNESHIP PLANS ARE FORMED

PROGRAM for the second year of radio news interneships, by which teachers of journalism are given practical experience in radio station newsrooms during summer vacations, will be drawn up by the Council on Radio Journalism, meeting Jan. 24, 2 p.m., at the Neil House, Columbus. The council was created jointly by the NAB and the American Assn. of Schools & Departments of Journalism.

The interneship project was started last year and was favorably received by participating stations which employed college journalism teachers. Requests for its operation in 1946 have come from a number of stations.

The AASDJ will hold its annual meeting Jan. 25 at the Neil House.

Meeting Jan. 26 at the same site will be the American Assn. of Teachers of Journalism, with the program featuring a roundtable in which industry news executives will give their views on radio journalism instruction.

Members of the roundtable will be Everett Holles, CBS Chicago; Frank Schooley, WILL Urbana, Ill.; Arthur C. Stringer, NAB director of promotion and secretary of the council as well as of the NAB news committee; E. R. Vadeboncoeur, WSYR Syracuse and chairman of the NAB news committee; Ralph Worden, WGAR Cleveland. Chairman of the teachers group is Paul H. Wagner, Ohio University, Athens, O., who arranged the roundtable.

"Pilot to bombardier . . . get ready to unload . . . we use WGAC in Augusta."

WGAC Augusta, Ga.

WAPI believes in SERVING

It's a radio station's obligation to be *part* of the community it serves. And we at WAPI are *so close* to Birmingham (and lots of Alabama besides) that we feel like one of the family.

When 28,000 people packed Legion Field to witness a benefit football game for the Crippled Children's Clinic, WAPI's Jimmie Willson appeared by request to lead the crowd in community singing before kickoff time. Everybody knew why he was there. Jimmie is a best friend of someone mighty important—the crippled kids themselves.

When the Junior League of Birmingham wanted to dramatize better books for children, they knew the following WAPI has among Alabama families and picked us to broadcast the series. Another WAPI feature (the official program of the Birmingham Board of Education on which high schoolers have complete rein, using their own announcers, production men, musicians, script writers, and actors) led SEVENTEEN MAGAZINE to say: *"City and student response has been overwhelming, and WAPI probably has the highest listener rating in the country every Saturday morning."**

When a strike of Birmingham printers forced the city's three newspapers to suspend publication for a month, WAPI served *on the air* by increasing its number of news periods. A window display giving latest bulletins was set up at one of the city's busiest street corners, arousing such attention that TIME MAGAZINE wrote: *"The crowds that gathered* (to read WAPI news) *all but blocked traffic."*

Listeners like our type of community-conscious radio. Advertisers do, too! For 96 months WAPI has led all Birmingham stations *combined* in the total of national spot quarter-hours carried. If you want to join our happy family, we or Radio Sales will be glad to show you how.

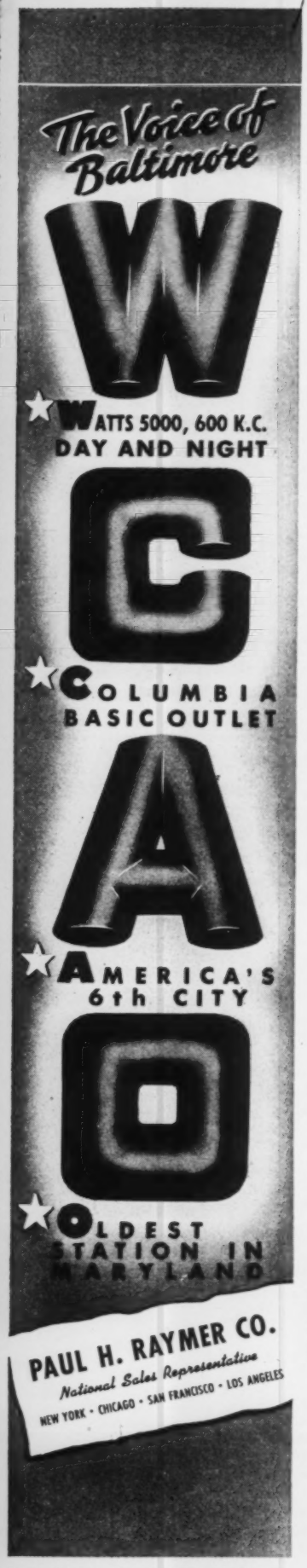
* *Undoubtedly more enthusiastic than accurate. But its impressive just the same.*

WAPI BIRMINGHAM

The Voice of Alabama

COLUMBIA NETWORK

Represented nationally by Radio Sales



NBC Releases New Schedule of Rates

Net Charge for 9-10 p.m. Spot Listed at $18,934

NET TIME-COST for a typical 125-station NBC network is $18,934 for the 9-10 p.m. EST period; $12,105 for a half-hour, and $8,070 for a quarter-hour during that time, according to NBC's rate card No. 32, which became effective Jan. 1.

In the 10-11 p.m. EST period, rates for the same network are slightly less: $17,786 for the full hour; $11,414 for a half-hour; $7,609 for a quarter-hour. For a daytime broadcast five times a week on the same network, the rates are $44,884 for a full hour; $27,056 for a half-hour, and $18,037 for a quarter-hour. All of these figures assume a 52-week contract and all are calculated with the weekly discounts, annual rebate and full network discount deducted.

New rate card shows 147 nighttime and 149 daytime affiliates for NBC in the U. S. Card includes 12 stations added since the publication of the last previous rate card, No. 31, as follows: KCRA Sacramento, Cal.; KNOE Monroe, La.; KOH Reno; KPLC Lake Charles, La.; KVOL Lafayette, La.; WERC Erie, Pa.; WGRM Greenwood, Miss.; WMAM Marinette-Menominee, Wis.; WMIS Natchez, Miss.; WSVA Harrisonburg, Va.; WTRC Elkhart, Ind.; WTTM Trenton, N. J.

COMMERCIAL

HOWARD ST. JOHN, formerly in charge of program sales promotion and development for ABC, has been appointed an account executive of the network. Former member of New York Stock Exchange and Chicago Board of Trade, he joined network in April 1944 in promotion and sales departments of WJZ New York, ABC key station, for which he subsequently organized a merchandising department.

READ WIGHT, for two years in radio department of William Morris Agency and previously vice president of World Broadcasting System, joins creative sales department of ABC Jan. 14 to serve in an executive capacity in sale of programs as well as program promotion and merchandising. Before joining WBS in 1935, Wight had been radio director of H. W. Kastor & Sons, Chicago.

T. E. DANLEY, former national sales service manager of Mutual, has been named sales traffic manager for the network in charge of station clearance, sales orders and related duties.

BOB MAYO, WOR New York account executive, returned to station last week after three years in the Navy. He joined WOR in 1940.

JOSEPH P. OAKES, acting program director of WLAW Lawrence, Mass., for 20 months, has returned to his former post in WLAW sales division.

JOHN W. WHEELER, Army veteran, has been added to sales staff of WMAN Mansfield, O.

HAROLD WALKER, former salesman of WSAI Cincinnati just released from AAF as captain and last week in Washington, currently is in New York.

WILT GUNZENDORFER, sales manager of KROW Oakland, Cal., is conducting radio courses offered by the Extension Division of the U. of California.

RALPH S. LATHAM, released from the Navy, has joined the local sales staff of WOWO Fort Wayne, Ind.

TRACY MOORE, Pacific Coast sales office manager of WLW Cincinnati, following week's conference with station executives during annual station meeting in Cincinnati, returns to his Hollywood headquarters in mid-January.

TOM SLATTERY, member of the sales staff of CKMO Vancouver, B. C., has been appointed sales manager of the station.

J. J. BERNARD, director of sales for KOMA Oklahoma City, is on a trip to Chicago and New York.

HOWARD W. CANN JR. has joined network sales organization of MBS following discharge from AAF. Before enlisting in 1942 he had been for several years on sales staff of ABC.

FRANK FLYNN, commercial manager of KFBC Cheyenne, Wyo., has been elected president of Cheyenne Junior Chamber of Commerce.

BILL SLADE, released from Canadian Army, has been appointed commercial manager of CHUM Toronto. He was formerly with CBS on West Coast.

HEADLEY-REED Co. has announced return of three servicemen to their former position. **CAPT. LESTER BLUMENTHAL** returned to New York office Jan. 1 after two and a half years in ETO. **SGT. WILLIAM C. WHITTEMORE** rejoined New York office Jan. 7 after two years in Europe. **GREGORY MURPHY Jr.** returns as manager of Atlanta office Feb. 1 after 18 months service with Coast Guard in Caribbean theatre.

HERB SCAMMEL, new to radio, has joined William Wright Co., station representative, Toronto, as salesman. He was recently discharged from RCAF after three years overseas on radar work and joined the firm under the Dept. of Veterans Affairs training program.

BBC's "Brain-Trust" program, a sort of English "Information Please" and one of the most popular BBC shows, is entering its sixth year on the air. It observed its fifth "birthday" Christmas.

WOR Signs NRI

WOR New York has become a subscriber to Nielsen Radio Index, becoming first NRI station client in New York area. A. C. Nielsen Co. reports that a unique feature of its service to WOR will be "in measurement of the total audience of a broadcasting station expressed in actual number of homes and applicable to the entire primary area served by the clear channel stations in New York as opposed to merely the metropolitan area." Data will cover other major New York stations as well as WOR, giving comparative material for sales, programming and other operations.

Limit of 20% on Commercials Slated For NAB Meeting After Board Action

REVISED limitations on commercial copy, which would limit credits to 20% of total air time, have been approved by the NAB Board of Directors for submission to the membership at the association's annual convention in Chicago Oct. 21-24.

Approving recommendations of its Code Committee drafted last month [BROADCASTING Dec. 24] the board at its meeting in Los Angeles Jan. 5, authorized the membership vote on the revisions.

The following wording will be submitted as the suggested revision of the clause in the standards now entitled "exceptions":

> In participation programs, announcement programs, musical clocks, shoppers guides and other programs of 15 minutes or longer falling within these general classifications, the commercial portion should not exceed 20% of the total time utilized. The 20% limitation does not apply when a 15 minute or longer segment is sold to one sponsor. The commercial portion should then be the same as given in the table above.

In five-minute news programs, it is recommended that the limitation be one minute on commercial copy. In five-minute entertainment programs the commercial limitation is 1½ minutes.

The Code Committee's report recommended a campaign of education by the NAB among member stations on commercial standards, along with accumulation of case histories to assist licensees in making independent decisions regarding their applications. The proposed standards will be placed on the agenda of various district meetings so stations will come to the Chicago convention familiar with them and in a position to vote for ratification.

The board was advised by the Code Committee that a meeting of the subcommittee of the Sales Managers Executive Committee with the code group is planned soon to consider "limiting the number of commercials, before, during and after chain and station breaks."

For Top Availabilities and Prompt, Accurate Service in Omaha

Call WEED & CO.

New York	Chicago	Detroit
Vanderbilt 6-4542	Randolph 7730	Randolph 5382
Boston	**Hollywood**	**San Francisco**
Hubbard 4677	Hillside 8611	Yukon 1899

MUTUAL **KBON** 1490 OMAHA

"THE TIME IS NOW"

Black Dragon Society.. Penicillin.. Labor Strikes.. Atomic Research in Germany.. Inflation.. Jet Propulsion.. General Wainwright.. a random-sampling of the personalities, issues, and topics of the day which are brought into sharp, dynamic focus in "The Time is Now."

Each Tuesday and Thursday, 9:45 to 10:00 P.M., some significant facet of the current scene is polished for a Pacific coast audience, before a KEX microphone.

Ken Finley's brilliant, interpretive narration highlights the drama in the things people are interested in.. and talking about.

Some 80 versions of "The Time is Now" have been aired by Portland's KEX. Wide and favorable reactions throughout the KEX Primary underscore rising popular interest in this type of program. The time is right for sponsorship of "The Time is Now."

OREGON'S AMERICAN NETWORK STATION

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX

KEX
PORTLAND OREGON
5,000 WATTS

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

WHETSTONE

(Ky.) WON'T GIVE YOU AN EDGE ON ANYBODY!

Maybe people in Whetstone (yeah, we said it!) do keep their noses to the grindstone — but even so, WAVE isn't keen about reaching them! More to *our* taste than any number of such abrasive settlements is the Louisville Trading Area, where we offer (at lower cost) a steady audience of more high-income people *than are to be found in the rest of the State combined.* When business is dull don't try Whetstone. Sharpen up with WAVE!

LOUISVILLE'S WAVE

5000 WATTS . . 970 K.C. N.B.C.

FREE & PETERS, INC.

National Representatives

PRODUCTION

HUGH GUIDE returns to WINX Washington, D. C., as chief announcer, post he held before entering Army in 1943. He served 22 months with combat engineers group in Normandy, Rhineland and central Germany. He previously had been with WMBG Richmond, Va.

MARCUS BARTLETT, following release from the Navy, has returned to his post as program manager at WSB Atlanta. MARK TOALSON, formerly chief control engineer who headed production and program departments during the war, becomes production manager of station. First joining WSB in 1930, Bartlett entered Navy in 1943, doing radio public relations work as lieutenant at Naval Air Station, Jacksonville, Fla.

Mr. Bartlett

ELLIOTT MILLER, Navy flyer, is expected to return to the announcing staff of WDRC Hartford, Conn., following his release from service. RUSSELL NAUGHTON, on terminal leave from Army atom bomb group, resumes WDRC announcing post.

BETTY JEAN HOLLAND, 18, daughter of WILLIAM F. HOLLAND, Cincinnati advertising executive, is now conducting two sponsored programs on WCKY Cincinnati. "Today We Honor" is heard Mon.-Wed.-Fri. 3:30 p.m. and "Help, Inc." five-weekly 3:15 p.m. In radio five years, she does her own program research and writing.

JOHN D. SCHEUER Jr., production manager of WFIL Philadelphia, has been honored by the Philadelphia Junior Board of Commerce for his work in the furtherance of democracy. As producer-writer of "Within Our Gates", presented by WFIL in cooperation with the Philadelphia Fellowship Commission, Scheuer is actively engaged in drive to abolish racial-religious prejudice.

FAITH HAWKINS JONES has resigned from the program department of KYW Philadelphia to join her husband at their new home in Greensboro, N. C.

FRANK ALLAN, KMOX St. Louis staff announcer, has shifted to WIND Chicago.

ASHTON DUNN, retired to inactive duty as a lieutenant colonel in the Army after three years' service and former manager of NBC's personnel department, has rejoined network in his former position and will report to ERNEST DE LA OSSA, personnel director. Dunn will be in charge of employment, training and employe services, in addition to assisting de la Ossa on labor relations matters.

ADELE HUNT, WPAT Paterson, N. J., director of women's programs and conductor of "Hunt for Happiness" program on station, has been booked for a series of lectures on radio for women's clubs throughout New Jersey.

PAUL A. MYERS has been appointed program director of WWVA Wheeling, W. Va. Starting with station 12 years ago as hillbilly entertainer, he has been announcer, staff band member and salesman for WWVA. For 22 months he has been with amphibious Naval unit overseas. JOHN SHIPLEY, released from Army, joins station's announcing staff.

BILL STUBER has returned to WPTF Raleigh, N. C., as continuity supervisor following release from Navy as lieutenant. He served in Atlantic, Africa, and South Pacific.

HARRY LYTLE, for two years announcer producer and program director for AFN stations in ETO, has returned to WMAN Mansfield, O., as program director following release from Army. BOB CHRISTOPHER, who headed program department during Lytel's absence, moves to station sales staff. DANNY LANDAU and AL LEWIS transfer to WMAN announcing staff.

FRED KNIGHT, announcer at WIBG Philadelphia, is father of a boy born Jan. 8.

JIM SIMPSON, WWDC Washington, D. C., announcer, resigns from station to study dramatics at U. of California.

ANN ERICKSON, home economist of NBC, has been married to CHARLES R. SCHON, former WTAG Worcester, Mass., announcer-actor. Miss Erickson formerly had been program director with WHAI Greenfield, Mass.

FRED WOOD, released from Navy as lieutenant commander, has rejoined announcing and program staff of WSNJ Bridgeton, N. J. DON HART, ex-Marine sergeant, also returns to station under new assignment as program director. Both had been in service for more than four years.

SIR ADRIAN BOULT, BBC conductor-in-chief who has arrived in the U. S., is to make his second appearance with Boston Symphony Orchestra Jan. 19, 26 and Feb. 2, 9:30-10:30 p.m. on American. Symphony broadcasts are sponsored by Allis-Chalmers Co., Milwaukee, through Compton Adv., New York.

WARREN BRYAN, Sgt. Bryan until last month, has joined the cast of "Stella Dallas", NBC daytime serial, in the tailor made role of a returned GI. During his three years overseas Bryan conducted a daily record program "Beaucoup de Music" over the American Forces Network from Paris.

JIM WARD, formerly of CKCK Regina, has joined the announcing staff of CKOC Hamilton. TYLER SPAFFORD, out of RCAF, is also new announcer at CKOC. KATHLEEN WHIGHAM, released from RCAF Women's Division, has joined CKOC as continuity writer.

JOE WARNER, announcer of KROW Oakland, Cal., and DOROTHY JONSSON, traffic manager of the station, were married Dec. 18.

RICHARD BURDICK, co-director of Irving Berlin's production "This Is the Army" while in service, with release has been appointed production director of KSFO San Francisco. Prior to service he was producer of Young & Rubicam, New York, assigned to CBS "Aldrich Family" and Dinah Shore program. LYLE DANIELS has been named KSFO musical director.

JACK TREGALLIS, announcer of CKWX Vancouver, is father of a boy, Barry John.

ALLEN CREWE of the CKWX Vancouver program engineer staff transfers to continuity department.

FRED DARLING has joined the announcing staff of CKEY Toronto, to handle morning farm program "Rural Route 580". He was formerly with CHEX Peterborough, Ont., and with stations of Northern Broadcasting chain in northern Ontario.

AL STEVENS and BILL WARREN have been appointed chief announcer and night supervisor respectively of WITH Baltimore.

FRANK JAMES has been appointed program director of KPHO Phoenix, Ariz. He previously had been with station sales staff.

LARRY WAYNE, one time program director of WEDC Chicago and staff announcer of WTAQ Green Bay, Wis., is now on the announcing staff of WSAU Wausau, Wis., following release from armed forces after two years' service.

RUTH OAKLEY, in charge of studio receptionists at CBS, and ERIC H. FALINE, assistant night manager in shortwave production at CBS, have announced their engagement.

JIM BRANNON, Hollywood announcer, has been assigned romantic lead in Columbia picture, "Boston Blackie's Private Ghost".

MARY KENNEDY, music librarian of WPAT Paterson, N. J., and student of Astolpho Pescia, will make her New York debut as a concert singer at Town Hall April 28.

FORT PIERSON has been assigned announcer on daily MBS "Queen For A Day".

DICK ROSS, West Coast production manager of ABS, has completed production of an American Scientific Affiliation 16 mm. kodacrome film, "God of Creation".

JEAN PAUL KING, announcer on NBC "Red Skelton Show", and Mrs. Gretchen Robinson of Idaho Falls, Ida., are to be married in Las Vegas, Nev., Jan. 16.

GLENN MIDDLETON, released as captain after five years Army service, has rejoined CBS Hollywood as contact producer, assigned to "Hollywood Star Time", dramatic series sponsored by Frigidaire Division of General Motors Corp.

DICK CUTTING, CBS Hollywood news analyst, having recovered from severe laryngitis attack has resumed his twice-daily newscasts on network Pacific stations. ROY ROWAN had substituted during his illness.

RALPH SILVER Jr., recently discharged from the Army, has joined the continuity staff of WPAT Paterson, N. J.

OSCAR KATZ, CBS associate director of research, will give a course in radio audience research at the School of Business and Civic Administration, College of the City of New York, starting Feb. 13.

PAUL SCHUBERT, Mutual commentator, Jan. 11 was to marry Frances Whiting, for 12 years editor of Cosmopolitan Magazine.

WDOD

20th YEAR

CBS

for

CHATTANOOGA

5,000 WATTS DAY AND NIGHT

first in Chattanooga in

LISTENING AUDIENCE

ADVERTISING VOLUME

PUBLIC SERVICE

LIKE WLS IN CHICAGO

KOY

550 KC.

Gets Results IN PHOENIX

Key Station, The Arizona Network.

KTUC, Tucson;

KSUN, Bisbee-Lowell-Douglas

CBS

JOHN BLAIR & COMPANY

OUR BEST RECOMMENDATION:
Satisfied Customers

Advertisers using KGU to reach the ever expanding Hawaiian market include:

Shell Oil
Chesterfields
Bird's Eye Frozen Foods
Mars Candy
Pure Oil
Westinghouse
General Motors
Philco
Southern Cotton Oil
Alka-Seltzer
Oxydol
Spic and Span
Mollé
Anacin
Crisco
Luden's Cough Drops
Mendaco
Nixoderm
Ingrams Shaving Cream
Kellogg's Corn Flakes
Pertussin
Pond's
Colgate

Shaeffer Pens
RCA
General Electric
Chase and Sanborn
Lucky Strikes
Raleigh's
Phillip Morris
Kraft Cheese
Super Suds
Nervine
Bromo Seltzer
Arrid
Avoset
Bexel
Borden's Klim
Brown & Haley Candies
Bulova
Cuticura
Max Factor
Pal Blades
Soretone
Tangee
Karo Corn Syrup

Longine Watches
Maxwell House Coffee
Palmolive
Firestone
Camels
Royal Desserts
Miracle Whip
Softasilk
Standard Oil of California
Ivory
Durkee's Mayonnaise
Eno
Ex-Lax
Feen-A-Mint
Forty-Two Products
Imperial Candy
Ipana
Vitalis
Kellogg's Raisin Bran Flakes
Kingsford's Corn Starch
Tintex
Bayer Aspirin
Fleischman's Yeast

For 23 years, KGU has given continuous broadcasting service—the best programs and the biggest names in radio—to the ever expanding Hawaiian market.

NBC IN THE PACIFIC SINCE 1931

Honolulu

KGU

Hawaii

760 KC
2500 W

Affiliated with the HONOLULU ADVERTISER
Represented by THE KATZ AGENCY, INC.

KFMB
Sells
SAN DIEGO

Because KFMB goes over in a big way with its exclusive ABC (American) Network shows, it goes over big with advertisers who realize that KFMB does a real "internal" selling job in San Diego.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

New Zealand Advertisers Oppose Broadcast Plan

A RESOLUTION expressing "considered and complete dissatisfaction with the present control of commercial broadcasting" in New Zealand was passed unanimously by the National Advertisers Assn. of New Zealand at its annual meeting.

The resolution urged the Government "to immediately appoint a general manager, responsible direct to the Minister, and not to the Director of Broadcasting." The resolution was passed Dec. 6 and forwarded to the Minister of Broadcasting.

Controversial Program Begun on WGN Jan. 13

OLD RADIO bugaboo concerning controversial issues was thrown overboard by WGN Chicago, which inaugurated a new series Jan. 13 called *Your Right To Say It*, (6:-6:30 p.m. CST).

Show features two well-known speakers in traditional debate style. Each is given eight minutes to present his side of the question, and after a summary of arguments by the moderator, receives four minutes for rebuttal.

Program is directed by Dr. William S. Stokes, professor of political science at Northwestern U.

Your Right To Say It will be broadcast as a public service feature and is not open for sponsorship, according to WGN officials.

WRNL Sells Merchandise
Even in Nuttsville!

WRNL 5000 WATTS
RICHMOND, VA.
NIGHT & DAY
910 KC

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

AGENCIES

JOHN CAPLES has been released from the Navy as commander after four years' service and returns to his former post as vice president of BBDO New York. He is author of three textbooks and numerous articles on advertising.

NEIL COLLINS, released from the Army as captain and former public relations officer of Army Service Forces Depot, Columbus, O., has joined the public relations department of Byer & Bowman, Columbus. He formerly was publicity director and special events announcer of WHK and WCLE Cleveland.

JOHN PAUL JONES Jr. has rejoined J. M. Hickerson Inc., New York, as vice president and manager of the Washington office after an absence of two years in war work.

ARTHUR RICHMOND, formerly of Hirshon-Garfield and previously assistant advertising manager of S. H. Camp & Co., has joined the copy staff of Doherty, Clifford & Shenfield, New York.

QUINCY G. RYAN, since 1944 chief of the advertising section of the office of public information of the American Red Cross, has rejoined Ruthrauff & Ryan, New York, as vice president and account executive.

LARRY DUNHAM, out of the Navy, and **DON WATEROUS**, released from the Army, have returned to the media department of Benton & Bowles, New York.

HERMAN S. THOENEBE has been appointed vice president of John Falkner Arndt & Co., Philadelphia, in charge of industrial department.

THEODORA YATES, a radio director at Benton & Bowles, New York, Feb. 2 is to be married to Harold O. Dyrenforth of State Dept. Office of International and Cultural Affairs.

WILLIAM P. MULLEN, recently discharged as major from AFRS, last week joined Lennen & Mitchell, Hollywood, as assistant to **MANN HOLLINER**, vice president in charge of radio. Mullen was formerly with WTBO Cumberland, Md., and was liaison officer on USO camp programs for Hollywood Victory Committee before assignment to AFRS.

IRVING MILLER, former Navy lieutenant who had been on advertising staff of Minneapolis Star Journal and Tribune, is new account executive with Newby & Peron, Chicago. **MARGARET CHATTERTON**, previously with Montgomery Ward & Co., joins N&P as copywriter.

STEPHEN W. WEBB, upon release from Navy as lieutenant, has resumed partnership in Spitz & Webb, Syracuse, N. Y. He served as combat information officer on an attack transport.

ALICE ROSS, formerly with Franklin Bruck Adv., New York, has joined Book Find Club, New York, as director of advertising and publicity.

MAXON Inc., Detroit, has opened Los Angeles offices in Pershing Square Bldg. under charge of **VINTON H. HALL**, released from Navy and formerly with McCann-Erickson, Los Angeles.

ALVIN R. SMITH has joined Theodore J. Funt Co., New York, as executive on both fashion and general accounts. He was formerly with Henry L. Davis Co.

RADCLIFFE ROMEYN, for 16 years vice president and general manager of Geare-Marsten, New York, has joined Campbell-Ewald Co., New York, as vice president and account executive.

WILLIAM G. CARMODY, treasurer; **WILLIAM J. SUTTON**, art director, and **THOMAS A. HOPKINS**, copy staff member, have rejoined Hixson-O'Donnell, New York, following release from armed services. **HERMAN WILDEMAN**, Army veteran, is new to radio staff of agency and **FRANK W. FOX**, also out of Army, joins general contact staff.

OGDEN KNIFFIN, released as major from the Army after five years and now associate director of Abbott Kimball Co. marketing and research department, has been decorated by President Truman with the Legion of Merit for "exceptionally meritorious conduct in the performance of duties of the utmost importance." Prior to his war service he was with Weiss & Geller and Sherman K. Ellis & Co.

WILLIAM GRAY, formerly with Young & Rubicam, New York, and OWI, has joined the copy staff of Kenyon & Eckhardt, New York.

CHESTER J. RADVEN has been appointed vice president of S. Duane Lyon Inc., New York. He has been account executive with firm for four years.

LT. COMDR. JAMES HAUSMAN, USNR, formerly with Federal Adv., has joined copy staff of Franklin Bruck Adv., New York.

HOWARD C. EASTER, released from AAF, has joined Weston-Barnett, Waterloo, Ia., as copy and continuity writer.

SAM C. FULLER, released from the Navy as lieutenant, has been appointed radio director of Sherman & Marquette, New York. **SAM GILL**, research director, adds supervision of media. **C. B. HOFFMAN** remains in charge of time and space for Colgate-Palmolive-Peet Co. account.

GRAY & ROGERS, Philadelphia, has admitted four more general partners: **ROBERT W. GRAHAM, SHERMAN G. LANDERS, GUY E. FRY** and **RUSSELL K. CARTER**. Firm name remains the same.

LESTER BUSHMAN, out of the Army, joins Horace D. McKinney Adv., Philadelphia.

ABNER J. GEULA Adv., Atlantic City, has opened a branch office in Lewis Tower Bldg., Philadelphia.

EDWARD KAYLIN after three and a half years with the Army has joined Deutsch & Shea, New York, as research director. Prior to his Army career he was director of the Bureau of Smaller Stores of the National Retail Dry Goods Assn.

LT. COL. VICTOR GEORGE, in charge of "Canadian Army Show", has returned from overseas and is returning to his post as president and managing director of Whitehall Broadcasting, Montreal.

R. T. KELLEY, president of Russell T. Kelley Ltd., Hamilton, agency, has been appointed Minister of Health for Ontario.

HORACE HAGEDORN, for 14 years in radio advertising and production, most recently with Neff-Rogow, New York, has joined Craven & Hedrick as account executive and radio director. Before joining Neff-Rogow he was for five years with NBC national spot sales.

JAMES HYMAN, after four years AAF service, has joined Chernow Co., New York, as vice president. Prior to war service he headed his own agency.

WALTER LURIE, radio head of Blaine Thompson Agency, New York, is cutting a record for a new package show starring Jean Sablon and Arlene Francis with Ray Block's Orchestra.

HENRY R. POSTER, former assistant manager of research of Mutual and prior to that in the research department of Biow Co., New York, has joined ABC as assistant to Edward F. Evans, director of research.

KOIN
"In the People's Cause"
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

H. V. Anderson

AND ASSOCIATES

Consulting Radio Engineers

Affiliated with Chambers & Garrison

1519 Connecticut Ave., N. W. • *Washington, D. C.*

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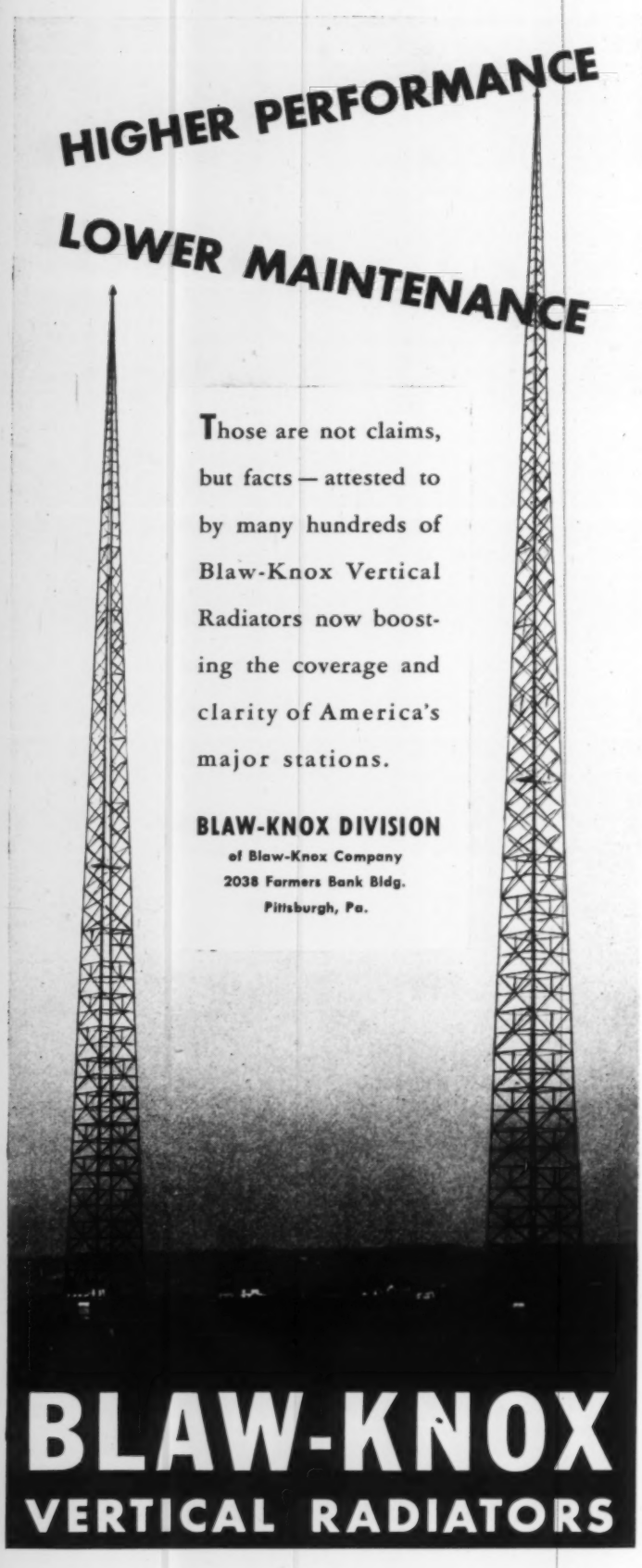
HIGHER PERFORMANCE
LOWER MAINTENANCE
Those are not claims, but facts — attested to by many hundreds of Blaw-Knox Vertical Radiators now boosting the coverage and clarity of America's major stations.
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of Blaw-Knox Company
2038 Farmers Bank Bldg.
Pittsburgh, Pa.
BLAW-KNOX
VERTICAL RADIATORS

FTC Is to Probe 10,574 Statements

Annual Report Gives Pat On Back to Radio

IN ITS ANNUAL REPORT to Congress, the Federal Trade Commission said last week that in the fiscal year ended last June 30 it had marked 10,574 advertising broadcast statements "for further study as containing representations that might be false or misleading."

The Commission said an analysis of the questioned statements and of 17,260 "suspected" advertisements in periodicals showed they pertained to 1,114 commodities, with 94.4% pertaining to food, drugs, devices and cosmetics. Advertisements of radio, auto, refrigerator and other equipment comprised 0.2%. A total of 67.9% of the ads referred to drug products.

"Contact" letters, asking for products advertised and copies of the advertisements, were sent to 200 advertisers and FTC accepted 66 stipulations to cease and desist from alleged misrepresentations involving radio and periodical advertising. At year's end, 688 cases were pending, compared with 722 at end of previous fiscal year.

Praise for Radio

The report gave a pat on the back to the broadcasting industry and to publishers for their willingness to help eliminate false and misleading advertisements. It said the Commission received "the cooperation of the four nationwide network chains, 19 regional network groups, and transcription producers engaged in preparing commercial radio recordings; and of 850 commercial radio stations . . ." The FTC noted an improvement in the character of all advertising in recent years.

FTC, which started surveying commercial radio continuities in 1934, said in the past fiscal year it "received copies of 559,700 . . . continuities and examined 562,260," reading an average of 4,263 pages of radio script each working day.

During the war, it was pointed out, the FTC "issues calls twice yearly for each individual radio station instead of four times yearly, as formerly. National and regional networks respond on a continuous weekly basis, submitting copies of the commercial advertising parts of all programs wherein linked hookups are used involving two or more stations. Producers of electrical transcription recordings each month submit typed copies of the commercial portions of all recordings produced by them for radio broadcast. This material was supplemented by periodic reports from individual stations listing the identities of recorded commercial transcriptions and related data."

The Commission referred to its October 1944 report on "Advertising as a Factor in Distribution," which showed that, in percentages of total advertising expenditures, the six types of advertising most extensively used by 548 manufacturers of 17 lines of consumer goods (including food, clothing, building materials, farm machinery, and petroleum products) were: Radio 18.3%; national magazines 17.4%; newspapers 15.2%; material furnished to dealers 13.3%; outdoor posters 7.3%; joint advertising with deals 6.4%. The remaining 22.4% was distributed among trade journals, mailed material, etc. Total advertising expenditures of the 548 manufacturers surveyed was $71,498,607.

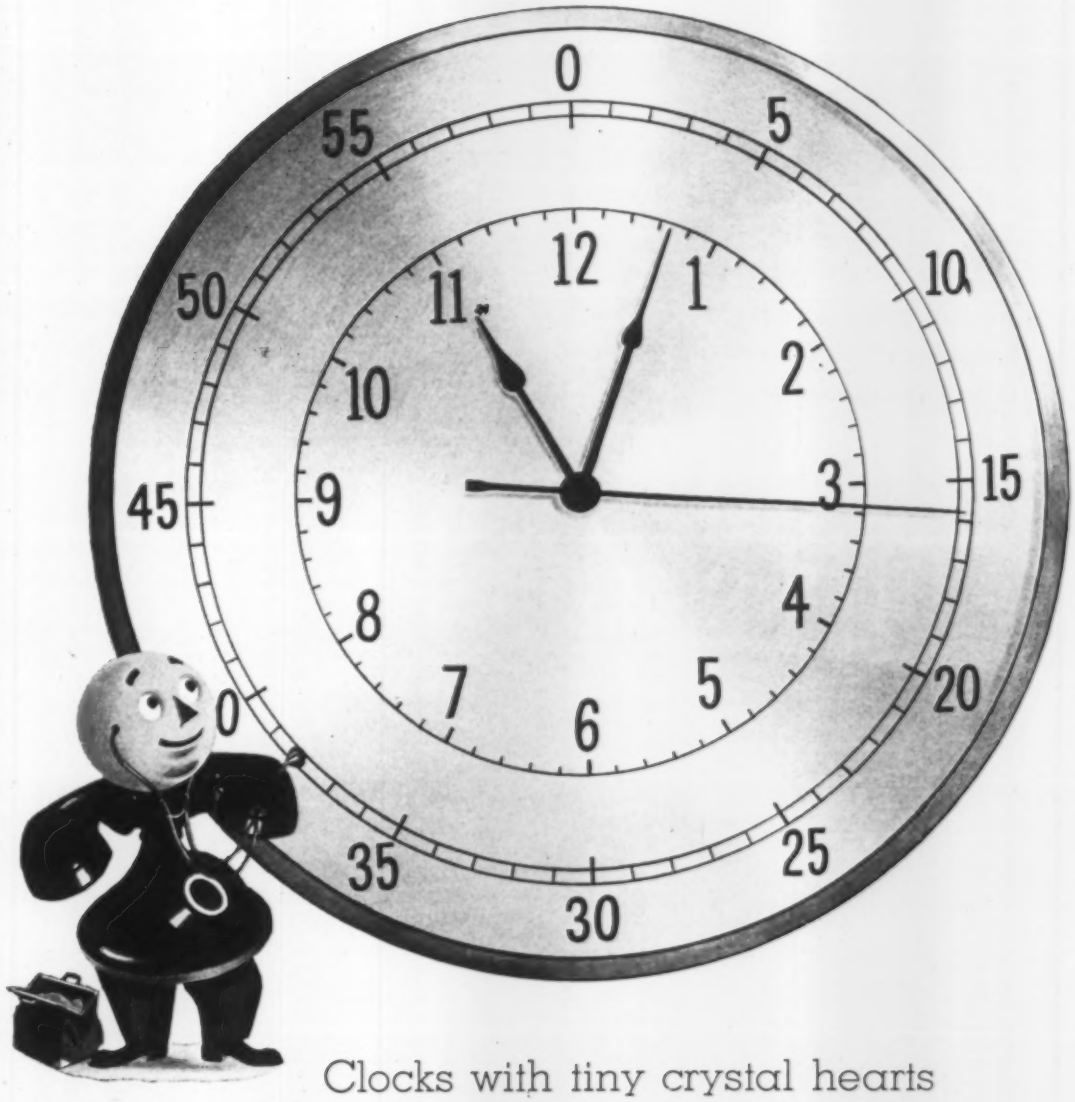
In addition to its regular advertising survey, FTC collected and analyzed advertising which might be in violation of the War Production Board's advertising policies by contributing to price rises, etc. In this respect FTC furnished WPB with 2,629 commercial radio continuities and 1,798 published ads.

In an overall summary of the year's work, FTC said it issued 164 formal complaints and 140 cease and desist orders, and accepted 286 stipulations to discontinue unlawful practices.

Policy Changes

DISTINCTION of being the first non-network station to originate a broadcast from the White House is claimed by WINX Washington, independent station, as a result of its broadcast of President Truman's Jan. 3 address. Previously, only the major networks had been permitted to originate the President's speeches. The new policy came on the heels of the controversy which developed when Secretary of State James F. Byrnes' radio address on his London conferences was carried exclusively by CBS [BROADCASTING, Oct. 15] and which popped up again after his Moscow conference. Secretary Byrnes' Dec. 30 report on the Moscow meetings, first scheduled exclusively for NBC, finally was released to all broadcasters [BROADCASTING, Jan. 7].

Joseph Hershey McGillvra, Inc.
National Representatives



Clocks with tiny crystal hearts that beat 100,000 times a second

CRYSTAL HEARTS beat time in Bell Telephone Laboratories, and serve as standards in its electronics research. Four crystal clocks, without pendulums or escapements, throb their successive cycles without varying by as much as a second a year.

Precise time measurements may seem a far cry from Bell System telephone research, but time is a measure of frequency, and frequency is the foundation of modern communication, whether by land lines, cable, or radio.

These clocks are electronic devices developed by Bell Laboratories, and refined over years of research. Their energy is supplied through vacuum tubes, but the accurate timing, the controlling heart of the clock, is provided by a quartz crystal plate about the size of a postage stamp.

These crystal plates vibrate 100,000 times a second, but their contraction and expansion is submicroscopically small—less than a hundred-thousandth of an inch. They are in sealed boxes to avoid any variation in atmospheric pressure, and their temperatures are controlled to a limit as small as a hundredth of a degree.

Bell Laboratories was one of the first to explore the possibilities of quartz in electrical communication, and its researches over many years enabled it to meet the need for precise crystals when war came. The same character of research is helping to bring ever better and more economical telephone service to the American people.

BELL TELEPHONE LABORATORIES *Exploring and inventing, devising and perfecting for continued improvements and economies in telephone service.*

NOW!

New Low Rates FOR Air Express

Jan. 1st Cut Saves Shippers 22% Over '43

HERE'S HOW LITTLE IT COSTS					
AIR MILES	2 lbs.	5 lbs.	25 lbs.	40 lbs.	Over 40 lbs. Cents per lb.
149	$1.00	$1.00	$1.00	$1.23	3.07
349	1.02	1.18	2.30	3.68	9.21
549	1.07	1.42	3.84	6.14	15.35
1049	1.17	1.98	7.68	12.28	30.70
2349	1.45	3.53	17.65	28.24	70.61
Over 2350	1.47	3.68	18.42	29.47	73.68

Send it by Air—Get it by Air

More Economical Than Ever to Ship the Fastest Way

Another drastic cut in Air Express rates now makes this high speed transportation more important to American business and industry than ever before!

Where in the whole economy of business, do you get so much for your transportation dollar:

SAME DAY delivery between many airport towns and cities as far as 1,000 miles apart. (Less than 6 hours by air.)

SPECIAL HANDLING. Special pick-up and delivery (no extra cost) promotes speed of Air Express delivery.

GOES EVERYWHERE. In addition to 375 airport communities, Air Express goes by rapid air-rail schedules to 23,000 other important points in this country. Service direct by air to and from scores of foreign countries in planes of American manufacture and reliability giving American service, flying the American Flag!

WRITE TODAY for "Jig Saw Puzzle." It contains illuminating facts to help you solve many a shipping problem. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.

AIR EXPRESS

AIR EXPRESS

GETS THERE FIRST

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States

PROGRAMS

FARM REVUE comprising weekly half-hour agricultural discussions and originating from KFBK Sacramento, Cal., has been started on McClatchy Broadcasting Co. stations (KFBK KWG KMJ KERN KOH). Besides reports from farm organizations operating on statewide basis, U. S. and California Departments of Agriculture, College of Agriculture in Davis, Yolo County, Agricultural Extension Service, U. of California, format includes live talent.

Religious Series

TO ENCOURAGE closer cooperation between radio and religious faiths, WBNS Columbus, O., Jan. 6 introduced Sunday program "The Voice of the Church", under supervision of Dr. Ganse Little, Protestant; Father H. E. Mattingly, Catholic, and Rabbi Samuel M. Gup, Jewish, with Irwin A. Johnson, WBNS director of public service, cooperating. Each program features speakers of various faiths who appear in sequence of four broadcasts.

Anti-Crime Series

INTERVIEWS with men recently released from prison constitute format of new Mutual "I Was a Convict" program started on network Jan. 12 in cooperation with Society for the Prevention of Crime. Conducted by Edwin J. Lukas, lawyer and criminologist, program relates facts about crimes for which sentences were served as well as circumstances leading up to the acts.

Local Program

SUBURBAN COMMUNITIES of Toronto are singled out for "Salute To The Municipalities" every Sunday morning on CHUM Toronto. Mayors and reeves of suburban municipalities speak to their citizens via program on subjects of local interests.

Local News

COMPLETE coverage of local city news to augment regular news coverage has started on WNYC New York with "City News" program, Tuesday through Friday, 1-1:15 p.m.

Behind Scenes

CORRESPONDENTS of press and radio who reported headline stories of the war are now heard by GIs in Japan and Korea revealing how the stories were covered on new interview program, "Bylines", presented on Armed Forces Radio Network twice weekly. Program originates at WVTR Tokyo and is conducted by Sgt. Phil Cross, formerly of KOL Salt Lake City. Sgt. Hal Haklik, former traffic manager of NBC San Francisco, is producer, and S/Sgt. Roger Forster, formerly of WNEW New York, is announcer.

New on WWDC

WWDC Washington, D. C., has started series of 26 dramatizations based on novel "In His Steps", by Charles Monroe Shelton. Another new WWDC program is "Death on Wheels", traffic accident prevention series.

Light Variety

WIND Chicago has started Monday through Saturday 8-9 a.m. "Eddie Hubbard's Nonsense Cupboard", recorded music and chatter program with personalized commercials conducted by station's new program director.

Understudies

UNDERSTUDIES of Broadway productions will be given an opportunity to act in a new dramatic series entitled "Invitation to Stardom", started on WNEW New York Jan. 13 as weekly Sunday afternoon half-hour program, 3-3:30 p.m.

Folklore

HISTORY of western Canada is featured on CJCA Edmonton in a weekly half-hour evening program "Alberta Story Teller", recounting tall tales and true tales gathered as folklore of province by specialists of the U. of Alberta over a period of years.

New Comedy Series

NEW COMEDY program "Jimmy Gleason's Diner" starts on ABC Jan. 21 10-10:30 p.m.

Levaur Emphasizes Need Of Cooperation in Video

NEED for cooperation among manufacturers, broadcasters, dealers and radio servicemen to keep the public happily interested in television was stressed by Samuel B. Levaur, television receivers sales manager of Allen B. DuMont Labs, New York, at a meeting of the Hudson Valley Radio Servicemen's Assn. at Poughkeepsie, N. Y., last Tuesday.

Mr. Levaur told the servicemen to observe the following suggestions if they wanted to maintain a satisfied customer list: Plan a constructive public relations job; keep abreast of manufacturing developments; keep shops clean and attractive; support trade associations and aid in their cooperation with retailers, broadcasters and manufacturers' trade groups; set prices fairly.

FOR THIRD successive year ABC will broadcast the Esquire All-American Jazz Concert Jan. 16, 9-10 p.m.

Radio Awards Group

FURTHER consideration of a system of merit awards for outstanding public service in radio will be undertaken by a committee of the NAB soon to be named, under action Jan. 5 by the Board of Directors at its meeting in Los Angeles. Following discussion of projects previously submitted, including the Lee-Losh plan for a Radio Academy of Arts & Sciences which would include "Oscar" awards, the board authorized further study in consultation with E. M. Kirby, NAB public relations counsellor.

"MEMO"

Must Contact

WBOC

Salisbury, Md.

One of America's Finer Stations

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

WNYC Given New Mayor's Backing

O'Dwyer Says 1946-47 Funds To Be Included in Budget

FAMED during the incumbency of former Mayor Fiorello H. LaGuardia as a primary outlet of the Little Flower's ebullient discourses on subjects as varied as international relations and comic strips, WNYC, New York's city-owned station, has long been a target of sniping Democrats who opposed Mr. LaGuardia's politics. Last week the sniping ceased.

Good Democrat William J. O'Dwyer, who on Jan. 1 succeeded Mr. LaGuardia as Mayor, announced he would include funds to support WNYC in the 1946-47 city budget. It was plain that during Mr. LaGuardia's tenure the snipers who publicly shot at WNYC had been hoping privately to hit Mr. LaGuardia. With Mr. LaGuardia out of office, no target remained.

In announcing his decision to continue WNYC's operations, Mr. O'Dwyer could not forget the sound of shots flying from the City Council and Board of Estimates during Mr. LaGuardia's term. Fearful lest he find himself ducking similar snipers' bullets from whatever members of those bodies arose as his opponents, Mr. O'Dwyer hastened to report that he would not follow his predecessor's example of appearing personally on WYNC's air each Sunday to scold, admonish or simply to talk.

Established as a public service station in 1923, WNYC was first under the jurisdiction of the New York Department of Plants and Structures when Grover Whalen, New York's tireless greeter, now chairman of the Mayor's Committee, was commissioner. Christie Bohnsack, former newspaperman, was the first director of the station and remained until the appointment in 1938 of Morris S. Novik, who resigned Jan. 1 to become a private consultant for public service radio programs. Mr. Novik will remain in a supervisory capacity, without pay, until a replacement is found for the $7,500-a-year job.

Current budget of WNYC is $114,405. It has 50 operating employes and five announcers.

Hollywood Meet

WITH William B. Lodge, CBS New York director of general engineering, slated as featured speaker, 24 Ninth District CBS station affiliates are scheduled to convene for one-day Hollywood meeting Jan. 18. Donald W. Thornburgh, Pacific Coast vice president, is host, with Edwin Buckalew, network Pacific Coast manager of station relations, handling arrangements.

Mrs. Johnson Dies

MARY ZUBER JOHNSON, wife of Soulard Johnson, local sales manager of KMOX St. Louis, died Dec. 29 in St. Louis.

Cox Praises Radio

BACK from his hitch with the Treasury Dept. as national radio consultant for the Victory Loan, Quenton Cox (seated), assistant manager of KGW Portland, Ore., and Chairman E. C. Sammons of the "all-time champion" Oregon War Finance Commitee agree that "We had a good product and we sold it." On Mr. Cox's desk sits his secretary, Lillian Markkanen, who covered the walls with bond blow-ups to make him feel at home when he returned to the station Jan. 3. Mr. Cox said every station deserves the thanks of the Treasury Dept. for help in the Victory Loan.

ADDITIONAL UNITS RECEIVE APPROVAL

TWO additional units of standard broadcast equipment were approved last week by the FCC Engineering Dept. They are: Westinghouse 50-HG-1 transmitter, 50 kw and Amperex vacuum tube, type 833-A, 500 w power rating (Table A).

The units are supplementary to a list of approved equipment announced Dec. 18 by the Commission [BROADCASTING, Dec. 24]. This list erroneously referred to the James Knights Co., Sandwich, Ill., manufacturers of low temperature coefficient crystals, as "James Kniths Co."

The approved units, the Commission explained, are in addition to various types of transmitters, monitors and other items originally specified in the Standards of Good Engineering Practice Concerning Standard Broadcast Stations, issued in 1939 and revised in 1944. There have been no deletions from list published in standards. Models previously approved remain valid.

For additional information on approved standard broadcast equipment, broadcasters may communicate with Al Kreis, Standard Broadcast Division, Broadcast Branch, Engineering Dept., FCC, Washington, D. C.

WJOI To Open

WJOI Florence, Ala., owned by Col. Clyde W. Anderson and Joe T. Van Sandt, is scheduled to begin operations about March 1, on 1340 kc with 250 w unlimited time. Station building is now under construction. Mr. Van Sandt, one time head of WNRA-WMSD (now WLAY) Sheffield, Ala., is WJOI manager.

BBC Costs British People 34 Million

Large Portion Raised by Set Tax; Artists Get Most

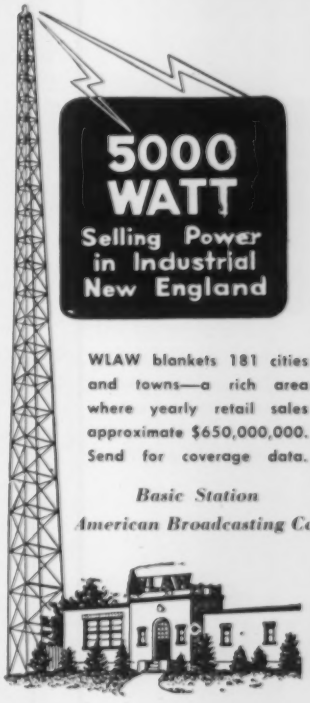
COST of operating the public-owned British Broadcasting Corp. (noncommercial) to the British public is more than 34 million dollars annually, according to latest figures.

A Government White Paper, just released in London, shows that $34,165,992 was spent during the fiscal year ending last March for BBC operation. Most of the money came from a 32-million-dollar grant-in-aid voted by parliament, but the listeners made up a large portion of that amount by paying $2 a year for licenses on each radio receiver.

Of the total cost, nearly $8,000,000 went for staff salaries. Programs, including artists and speakers, cost $17,000,000. Orchestras received a million.

Engineering expenses totaled more than $10,000,000, but only half went for wages. The other half was used presumably for upkeep and improvement of equipment. In 1944 the U. S. shipped to the United Kingdom $36,290,391 worth of transmitters and $7,503,779 in sets, under lend-lease [BROADCASTING, Jan. 7].

BBC governors received $36,000 of the 34 million dollars. The White Paper said assets of BBC were valued at more than 42 million dollars (10,559,893 pounds sterling).



WLAW blankets 181 cities and towns—a rich area where yearly retail sales approximate $650,000,000. Send for coverage data.

Basic Station
American Broadcasting Co.

WLAW

LAWRENCE, MASS.
NATIONAL REPRESENTATIVES:
WEED & CO.

QUICK FACTS ABOUT 24,899 TELEPHONE CALLS IN CANTON, OHIO

Data just published on Robert S Conlan's October-November Telephone Survey in Canton proves W.H.B.C.'s local listenership claims. Here is the summary — complete details available promptly upon request.

	MORNING	AFTERNOON	EVENING
W. H. B. C.	36.5	39.6	37.0
STATION A	24.6	28.1	32.0
STATION B	22.4	15.6	12.8
STATION C	10.2	10.0	14.0
ALL OTHERS	6.3	6.7	4.2

Basic Telephone Calls 24,899
Percent of Potential Audience 19.9%

YOU CAN'T MISS IN CANTON, OHIO

1000 WATTS FULL TIME
whbc
THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

BASIC STATION MUTUAL NETWORK

Represented by BURN-SMITH Co.

W. H. BEECUE

THERE'S NO **MYSTERY** TO THE SALES EFFECTIVENESS OF

WHBQ

Rising Hooper ratings prove this.

Does your product enjoy the advantages of WHBQ's broadcasting and merchandising facilities?

YOUR *MUTUAL* FRIEND

MEMPHIS, TENN.

WHBQ

BOB ALBURTY, GENERAL MGR.

Represented by RAMBEAU

NEW YORK CHICAGO HOLLYWOOD

CAB Finds Program Switches Last Fall Biggest in History

BIGGEST program turnover in radio history occurred last fall, with 80 new programs being rated by Cooperative Analysis of Broadcasting, according to an article by George H. Allen, CAB manager and secretary, scheduled to appear in the 1946 BROADCASTING Yearbook which will be off the presses in February.

With this turnover came new programs as well as the return from the wars of many old favorites, according to Mr. Allen. Among new programs that found popularity were *Danny Kaye Show, Meet Me at Parky's, Theatre Guild on the Air, Teentimers Show, Request Performance, Powder Box Theatre, His Honor the Barber, This Is Your FBI, Beulah* and *Textron Theatre.*

Heading returning programs was Fred Allen, who jumped quickly to sixth place among night programs. *Adventures of Ozzie & Harriet* and *Red Skelton* quickly acquired audiences as these performers returned to the air, as did Rudy Valley, the original Henry Aldrich, and Tom Harmon, sportscaster.

Radio played the biggest role in its history, says Mr. Allen, when it kept the nation "at the front" for the climax of two wars. Listening audience on the morning of May 8, V-E Day, was triple the normal weekday morning and the largest morning audience ever recorded by CAB in its 81-city sample. Volume dropped in the afternoon but was 55% above normal with evening listening 7.5% over normal. The V-E Day listening, however, was below that of D-Day.

When news that Japan was talking surrender was broadcast Aug. 10, radio listening jumped to D-Day and V-E Day proportions. Morning listening on Aug. 10 equalled that of evening, and was double that of a normal morning, according to Mr. Allen. Afternoon listening was 57% over normal and the evening increase over the preceding comparable night was 65%.

Fourth inaugural of President Roosevelt had a 20.1 CAB rating. President Truman's first address to Congress and the nation April 16 attained a 34.6 rating with 100% of the listening audience. His report to the nation the next day had a 47.4 rating. On Aug. 9 his address to the nation on the atom bomb rated 44.4, with 99.2% of the listening audience, higher than any attained by any previous President in the CAB sample.

Leading nighttime favorites in 1945 were:

Bob Hope
Fibber McGee & Molly
Charlie McCarthy
Lux Radio Theatre
Jack Benny
Fred Allen
Red Skelton Show
Mr. District Attorney
Walter Winchell
Eddie Cantor Show
Kraft Music Hall
Screen Guild Players
Sealtest Village Store
Amos 'n' Andy
Abbott & Costello

Leading daytime favorites:

Breakfast in Hollywood (11 a.m.)
Portia Faces Life
When a Girl Marries
Big Sister
Pepper Young's Family
Young Widder Brown
Ma Perkins (CBS) and Breakfast in Hollywood (11:15), tied
Breakfast Club (9:30), Ma Perkins (NBC) and Romance of Helen Trent, tied
Lorenzo Jones, Right to Happiness, Stella Dallas and Just Plain Bill, tied

Three leading weekend favorites:

Gene Autry Show
Prudential Family Hour
One Man's Family

Favorite type of night program last year was variety, replacing drama which was in first place the year before. Other favorite types were news and talks, audience participation, popular music and familiar music.

Among daytime programs the favorites were serial drama, news and talks, childrens programs, other drama and variety.

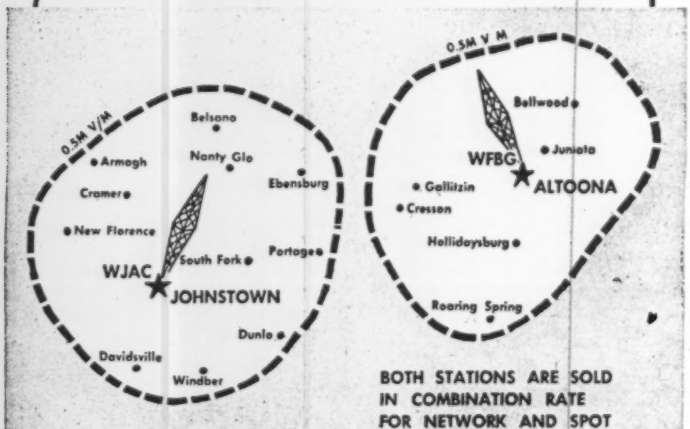
CAB reported last year on composition of the radio family, with women listening steadily all day, with upspurts at 12-12:15 noon and 9:15-10:30 p. m. Peak listening period by men, who rank second to women as listeners was 7:15-7:30 p.m. Peak listening by children, 5-6 p.m.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

Sets in Britain

MORE than eight million radio receivers are in civilian use in the United Kingdom —England, Scotland, Wales and Northern Ireland—according to official figures. Two-dollar use tax on each set thus yields annually about four million dollars—one million pounds—toward upkeep of BBC.

STROUSE PRAISES BENTON HANDLING

BEN STROUSE, general manager WWDC Washington, has publicly commended William Benton, Assistant Secretary of State, for his handling of the Secretary Byrnes radio address Dec. 31.

Mr. Strouse in a letter to Mr. Benton dated Dec. 31 had the following to say: "We were delighted that the State Department finally agreed to let us carry Secretary Byrnes' speech and feed it to the Associated Broadcasting System and the nearby independent stations that depend upon WWDC for their Washington pickup.

"We are glad that you did not accept the dictation of the larger networks who insisted upon exclusive broadcasts. The Secretary's speech was a most important one and certainly all of the stations in the country that wished to carry it were entitled to do so."

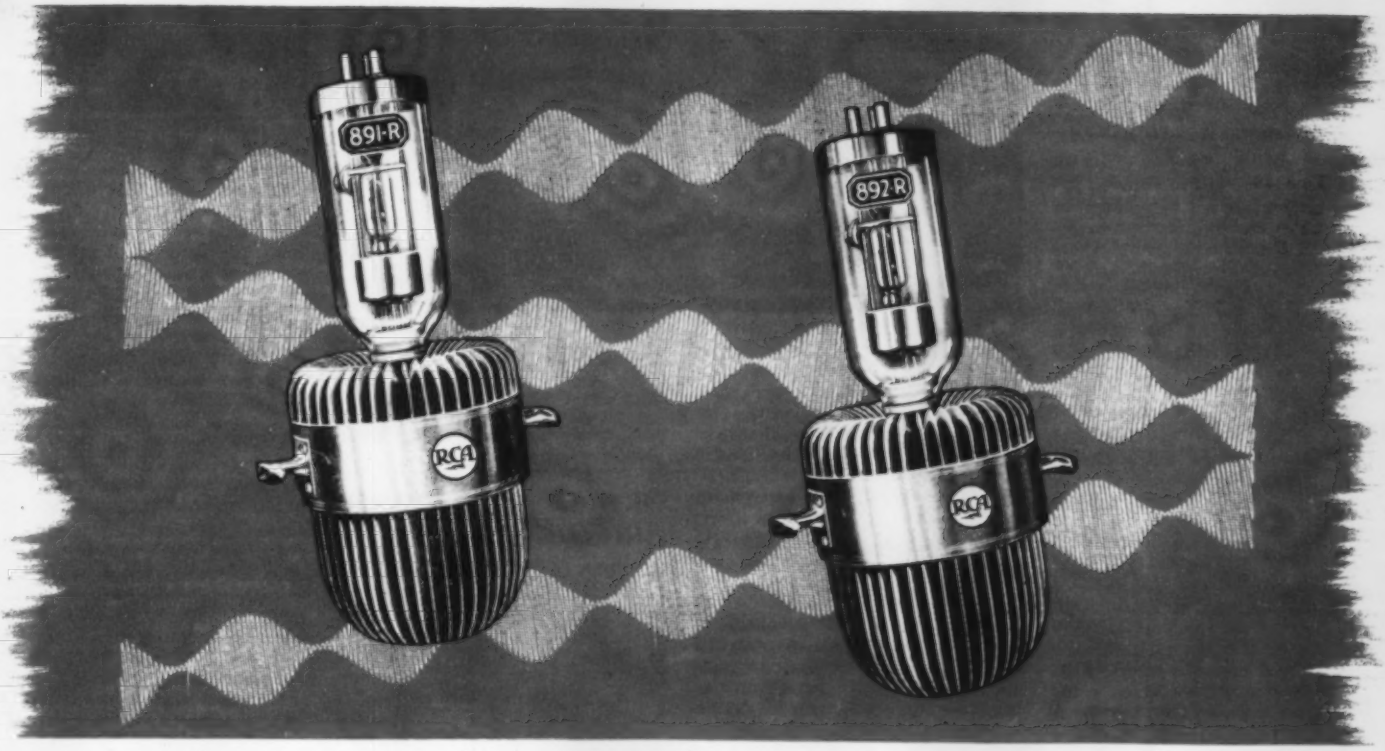
Commenting on his letter to Mr. Benton, Mr. Strouse said that he had earlier protested the original State Department decision to permit NBC to carry the Byrnes speech exclusively.

Brand Names Dinner Expected to Draw 1,000

MORE than 1,000 industrial and business leaders of New York are expected to attend the Brand Names Research Foundation dinner at the Hotel Astor, New York, on Feb. 5, which will honor 175 brand names that have stood the test of public acceptance for at least 50 years. Members of the host committee include James S. Adams, president, Standard Brands; General Julius Ochs Adler, vice president, *New York Times;* Colby M. Chester, chairman of executive committee, General Foods Corp.; Kerwin Fulton, president, Outdoor Advertising; Col. Charles F. H. Johnson, president, Botany Worsted Mills; Theophil H. Mueller, president, Julius Kayser & Co.; and Ray Rubicam, Young & Rubicam.

Admiral Dividend

ADMIRAL Corp., Chicago, has declared a dividend of 12½c per share on issued and outstanding stock of 900,000 shares to be paid to stockholders of record Jan. 14 and payable on Feb. 1.



Why these famous RCA twins should have a voice in your station economy

1 The RCA 891-R and 892-R tubes were the forerunners of a group of RCA-designed air-cooled power amplifier triodes that simplified transmitter construction and introduced new operating and maintenance economies.

2 Today, hundreds of these tubes are demonstrating their long life and dependability in broadcasting service—other hundreds in industrial electronic heating equipment.

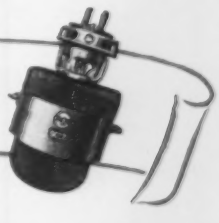
3 As a result of the increasing demand for these tube types, RCA has been able to introduce improved manufacturing techniques that have not only stepped up the quality of the 891-R and 892-R, but brought about a reduction in their price from $410 to $345*—a saving to you of 16%.

4 With war restrictions lifted, stations can now benefit by the immediate availability of such outstanding air-cooled tubes as the RCA 827-R, 891-R, 892-R, and RCA 9C22.

In buying renewal tubes for your transmitter, you will gain by specifying RCA. There is an RCA Broadcast Specialist available in your territory to take care of your requirements. Call him for prompt delivery and efficient service—or write RCA, Direct Sales Department, Section D-2A, Harrison, New Jersey.

*This price is subject to a reduction from the above figure when an old tube, radiator, and crate in good condition, are returned prepaid to the address on the Return Authorization at the time of the purchase of a new renewal tube.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA



TUBE DIVISION

RADIO CORPORATION of AMERICA

HARRISON, N. J.

Segregation of Ads Suggested by WABF

Plan Is Submitted by Station For Listener Reaction

PROPOSAL that commercials be siphoned out of regular radio shows and pumped into a single barrel of broadcast time confined to advertising, was put up to its listeners for discussion last week by WABF (FM) New York.

Results of the station's invitation to listeners during the first week at least were less than spectacular. Three listeners replied.

First time WABF asked for response to its suggestion for adless programs was Dec. 29. The next week, because of the slim response, the program was repeated with the addition of one of the three listener letters.

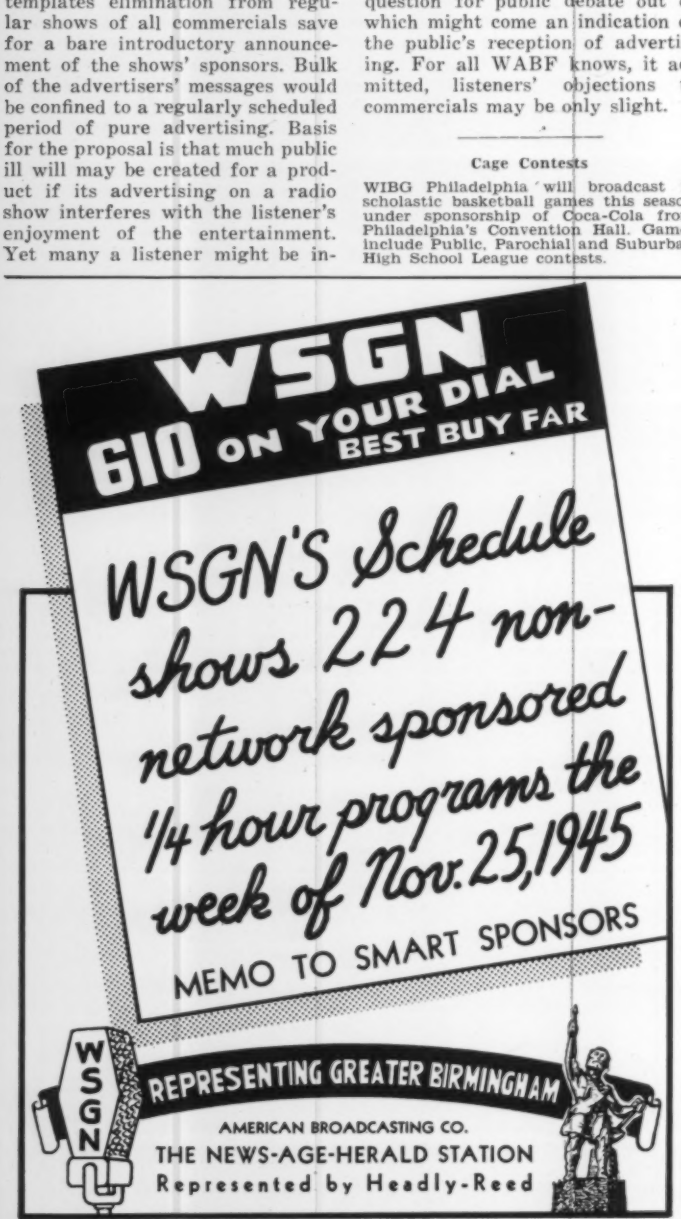
Reportedly the idea of Anita de Mars, WABF program management department, the proposal contemplates elimination from regular shows of all commercials save for a bare introductory announcement of the shows' sponsors. Bulk of the advertisers' messages would be confined to a regularly scheduled period of pure advertising. Basis for the proposal is that much public ill will may be created for a product if its advertising on a radio show interferes with the listener's enjoyment of the entertainment. Yet many a listener might be interested in tuning in to advertising for advertising's sake.

WABF made it clear that the proposal was made not as a definition of its own policy, but as a question for public debate out of which might come an indication of the public's reception of advertising. For all WABF knows, it admitted, listeners' objections to commercials may be only slight.

CHECKING SCRIPT for initial broadcast of new CBS *Bob Crosby Show* are (l to r) Cornwell Jackson, Hollywood vice president, J. Walter Thompson Co.; John Lund, Paramount film star and regular member of program's cast; Bob Crosby; Mrs. Benson Ford; Nelson Bowe, West Coast manager, Ford Motor Co.; Benson Ford, grandson of Henry Ford; Norman Blackburn, Hollywood office manager, J. Walter Thmpson Co. Ford, Lincoln and Mercury Dealers of America sponsor the show.

Cage Contests

WIBG Philadelphia will broadcast 13 scholastic basketball games this season under sponsorship of Coca-Cola from Philadelphia's Convention Hall. Games include Public, Parochial and Suburban High School League contests.


WSGN
610 ON YOUR DIAL
BEST BUY FAR
WSGN'S Schedule shows 224 non-network sponsored ¼ hour programs the week of Nov. 25, 1945
MEMO TO SMART SPONSORS
WSGN
REPRESENTING GREATER BIRMINGHAM
AMERICAN BROADCASTING CO.
THE NEWS-AGE-HERALD STATION
Represented by Headley-Reed

'MARCH OF DIMES' BROADCASTS SLATED

NATIONAL Foundation for Infantile Paralysis Inc. is lining up local and network shows and spot announcement for its annual March of Dimes campaign, which runs from Jan. 13-31.

Kickoff program was carried by ABC on Jan. 13 in special quarter-hour broadcast from Dime Box, Tex. Gulf Oil Corp.'s *We the People* program on CBS on Jan. 13 was dedicated to the campaign for dimes, and originated at Warm Springs, Ga. ABS presented a special series of three Tuesday broadcasts starting Jan. 15 and featuring noted stage actors in excerpts from their more successful roles.

On Jan. 22, Mutual will present a fashion show program for the campaign. *County Fair*, sponsored by Borden Co. on CBS, will be devoted to the campaign on Jan. 26, and will originate from a hospital for infantile paralysis victims in New York State.

ABC, NBC, CBS, and Mutual will present a joint 45-minute program, 11:15-12 p.m., on Jan. 30 in behalf of the March of Dimes. In addition to network shows, over 900 local stations in the nation will have transcribed spot announcements throughout the campaign.

Board Circuit

NEXT BOARD OF GOVERNORS meeting of CBC is set for Vancouver Jan. 27-29, resuming a former practice of holding some board meetings outside Ottawa to enable governors to become acquainted at first hand with broadcasting conditions and developments throughout Canada. Announcement was made at Ottawa by A. D. Dunton, recently appointed full-time chairman of the CBC board.

St. Louis Workshop

RADIO WORKSHOP for teachers started Jan. 8 in St. Louis under supervision of KMOX and in cooperation with St. Louis Board of Education. Series of 10 Tuesday night meetings is designed to prepare instructors to better conduct new high school radio-class projects started in area. Script writing and general production are being taught under supervision of Ben Wilson, KMOX continuity editor, and Ted Westcott, station producer.

EDWARDS IS LAUDED FOR PUBLIC SERVICE

FRANK EDWARDS, WIBC Indianapolis news broadcaster, is receiving plaudits for two major public service achievements during the holidays.

First was his feat in arranging almost singlehandedly, through his twice-nightly broadcasts, rides home for more than 6,000 service men and women stranded in Indiana bus and railroad depots. Private cars, church, school and public buses, and even airplanes were offered for troop transportation.

Second was the major part he played in bringing warring Greyhound bus union and management factions out into the open.

For five days the newscaster alternated between mike and telephone, sandwiching a few hours sleep in between.

On Saturday night's broadcast, Mr. Edwards asked that strike-bound Greyhound buses be released to carry troops. At least 50 calls were received from drivers who said they were ready to start driving immediately gratis.

Governor Gates wired Paul Musick, chairman of the executive council of the AFL-Amalgamated Assn. of Street, Electric Railway and Motor Coach Employes of America, requesting that 100 buses and drivers be made available to haul service men.

When no answer had been received by Christmas day because of crowded wires, Mr. Edwards called Mr. Musick in Cleveland and got assurance that the bus drivers would be allowed to drive if the move were nationwide. The broadcaster got in touch with Congressman Louis Ludlow, of Indianapolis, who then contacted John Steelman and Howard Colvin, of the Labor Dept. Conciliation service. Mr. Edwards also called Mr. Steelman and outlined the union and management stand on the question. The Labor Dept. held a parley the Saturday after Christmas and next day the strike was called off.

NAB Time Sales Total $402,250,000 for 1945

BROADCAST advertising in 1945 totaled $402,250,000, according to preliminary estimates by the NAB, and not $405,250,000 as incorrectly stated in the Jan. 7 BROADCASTING. NAB's estimate of total radio sets for 1945, placed at 59,000,000, was based on Jan. 1, 1945 conditions. The Jan. 1, 1946 figure will be available soon. The figure on national newspaper advertising for 1944—$216,000,000—included $31,000,000 in classified advertising whereas the 1945 national newspaper advertising figure—$180,000,000—did not include classified.

COLUMBIA PICTURES Corp., Hollywood, has purchased title and idea of "Make Believe Ballroom", nightly recorded musical series on KFWB Hollywood, from Al Jarvis, program originator, for use in forthcoming musical film.

NEWS

CHARLES MARSHALL, former agricultural observer for radio section of OWI in California during war years, has been named farm editor of KFBK Sacramento, Calif.

ANDREW COWAN, CBC war correspondent in Europe, has returned to Great Britain after several months in Canada supervising war veterans' rehabilitation programs on CBC networks. He will be stationed in London to represent CBC International Shortwave Service and will represent CBC as correspondent at UNO conference at London this month.

ROY BATTLES, farm program director of WLW Cincinnati, was principal speaker Jan. 12 at annual meeting of Stark County Milk Producers Assn., Louisville, O. **MILTON CHASE**, WLW Far East authority, Jan. 21 is to be featured speaker at annual President's Dinner of Retail Grocers Assn., Columbus, O.

DAVID CONNOR has been placed in charge of the newsroom of WITH Baltimore.

ALEXANDER GRIFFIN, commentator of WIP Philadelphia and MBS, has been voted "Man of the Year" by South Philadelphia High School for Girls. He'll address graduating class Jan. 22.

PAUL WHITE, CBS director of news broadcasts, is to speak Jan. 25 on "Radio News—Its Past, Present, and Future" at a meeting of the American Association of Schools and Departments of Journalism at Columbus, O.

WILLIAM L. SHIRER, CBS foreign news commentator, is resting at Midtown Hospital, New York, following an emergency abdominal operation Jan. 4. Shirer, who returned several weeks ago after covering Nuremberg trials in Germany, was reported in satisfactory condition, but is expected to be hospitalized about two weeks.

MAJOR ROBB, former special events announcer of WINX Washington in charge of White House broadcasts, has been added to special events staff of WQAM Miami. **ROBIN FLYNN**, for 11 years West Coast commentator and of late radio news editor of New York Daily News, joins WQAM as news analyst.

JOHN GREEN, BBC farm director, is on his way to Australia and New Zealand after visiting stations in eastern Canada and the U. S.

E. B. CANEL, NBC international division director of Latin-American programs, is flying to London to report UNO conference in Spanish for South American audience. During year he has covered conferences in Rio de Janeiro, Mexico City, and San Francisco for network's international division.

MARTY GLICKMAN, on terminal leave from Marine Corps, has returned to WHN New York as sports director.

H. V. KALTENBORN, NBC commentator, will take his first vacation from broadcasting in 10 years when he leaves Feb. 1 for South America to gather background material and interview outstanding personalities. He expects to return to New York March 3. **RICHARD HARKNESS** of NBC's Washington news staff will substitute for Kaltenborn during his absence from his regular program, Mon.-Fri. 7:45-8 p.m.

EDGAR ANSEL MOWRER, foreign correspondent, Jan. 13 started Sunday evening quarter-hour commentary on behind-the-scenes significance of world events on ABS. Broadcasts originate from various European points.

FULTON LEWIS jr., Mutual commentator, Jan. 14 through February is making series of cross-country appearances as part of a news gathering and lecture tour from Hartford, Conn., to Spokane, Wash. He will speak under auspices of civic and commercial groups and will continue his Monday through Friday broadcasts while on tour.

HUGH SHELLEY has been appointed news director of KIDO Boise, Ida.

'Hams' Return

BRITISH amateur radio operators went back on the air on Jan. 1. About 20,000 applications are expected as compared with 2,500 licenses held by "hams" in the pre-war period. They will get only half the number of frequencies they had prior to 1939.

Hope Tops Coast Popularity Rating

Skelton Second, Benny Third, Hooper Report Shows

BOB HOPE with a rating of 29.8 was the most popular radio figure on the Pacific Coast during December, according to the December Pacific Network report of C. E. Hooper Inc. Red Skelton was second with 28.4 and Jack Benny third with 26.6.

Report shows an average evening audience rating of 9.0 on the West Coast during December. This reports an increase of 0.6 from November and no change from December 1944. Average evening sets-in-use was 32.3, up 1.2 from November, down 1.2 from a year ago. Average evening audience was 76.8, up 0.5 from November, down 1.0 from a year ago.

Average daytime audience rating was 3.7, up 0.2 from November, down 0.1 from a year ago. Average daytime sets-in-use was 16.3, up 1.3 from November, up 2.3 from a year ago. Average daytime available audience was 68.9, up 1.4 from November, up 2.2 from a year ago.

Other top ranking shows on the Pacific Coast in December were: Walter Winchell, 24.9; *Fibber McGee & Molly*, 21.7; *Charlie McCarthy Show*, 21.6; *Great Gildersleeve*, 20.9; Fred Allen, 20.8; Abbott & Costello, 20.1; *Screen Guild Players*, 19.7; Fannie Brice, 19.6; *Can You Top This*, 18.4; *Take It or Leave It*, 18.2; *Blondie*, 17.4; Bob Burns, 16.9.

UE-CIO PREPARING FOR JAN. 15 STRIKE

PREPARATIONS for a strike on Jan. 15 of over 200,000 electrical employes of General Electric Co., Westinghouse Corp., and General Motors (Electrical Division) are continuing by the United Electrical Radio & Machine Workers of America (UE-CIO). The strike is scheduled to start an hour before the first morning shift at each of the firm's electrical plants.

Especially arranged conferences with GE officials and union heads in New York last week failed to show any changes in the hope of averting the strike. According to a union statement following the meetings at GE headquarters, company's attitude toward the union's demand for a $2 a day wage increase still remained negative.

GE's offer of a 10-cent-an-hour increase for workers getting less than $1 and 10% for those earning more was termed inadequate by union. Westinghouse has made no offer for a wage increase and GM's offer of 13½ cents an hour was termed unacceptable by union.

DUE TO American Federation of Musicians ban of foreign music and pick-ups on networks, "Trans-Atlantic Call" broadcast Sundays 1 p.m. on CBS but originating on BBC, is using orchestration of sound effects to replace the usual musical transitions.

Stations Keep Listeners Informed During Cleveland Newspaper Strike

RADIO came to the fore in Cleveland, with complete news coverage and special news features, when the city's newspaper pressmen went out on strike Jan. 5, halting the publication of Cleveland's three newspapers, *News*, *Press* and *Plain Dealer*.

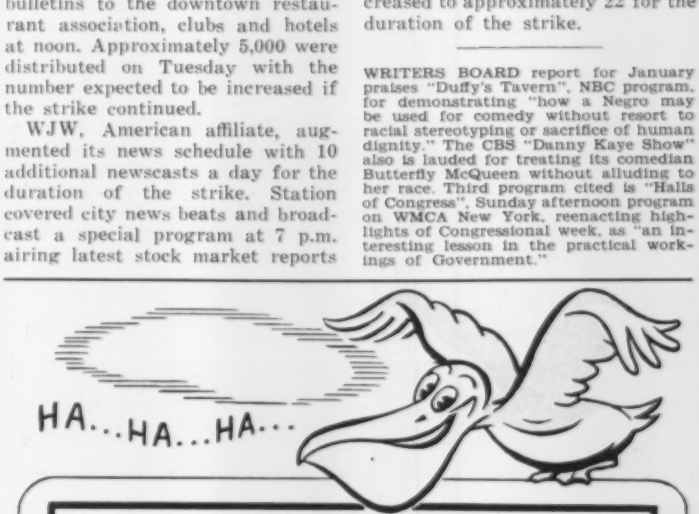
WGAR, CBS outlet, augmented its regular daily newscasts with additional news whenever developments warranted it and increased time on regular news broadcasts with emphasis on local news. The station kept in constant contact with local news sources and also covered civic meetings. The wire recorder was used extensively for on-the-spot events. WGAR offered all three newspapers free time to present summaries of the news, but newspapers expected strike to be settled soon and did not take advantage of the station's offer. WGAR also distributed daily news bulletins to the downtown restaurant association, clubs and hotels at noon. Approximately 5,000 were distributed on Tuesday with the number expected to be increased if the strike continued.

WJW, American affiliate, augmented its news schedule with 10 additional newscasts a day for the duration of the strike. Station covered city news beats and broadcast a special program at 7 p.m. airing latest stock market reports and vital statistics. WJW also interviewed outstanding Cleveland personalities and aired frequent weather reports. Listener response indicated approval of the public service, officials said.

Six additional news periods a day were added to program schedule of WHK, Mutual outlet, according to Saul Glantz, promotion and public relations director, and spot announcements with the latest news bulletins were aired. Personnel were borrowed from other departments to augment the news and special events staff, which covered various city centers. WHK also broadcast the regular radio columns of the radio editors on the three papers.

WTAM, NBC managed and owned station, increased its news coverage under the supervision of Hal Metzger, program director. Station's normal schedule amounts to 14 newscasts per day but was increased to approximately 22 for the duration of the strike.

WRITERS BOARD report for January praises "Duffy's Tavern", NBC program, for demonstrating "how a Negro may be used for comedy without resort to racial stereotyping or sacrifice of human dignity." The CBS "Danny Kaye Show" also is lauded for treating its comedian Butterfly McQueen without alluding to her race. Third program cited is "Halls of Congress", Sunday afternoon program on WMCA New York, reenacting highlights of Congressional week, as "an interesting lesson in the practical workings of Government."



C. E. HOOPER STATION LISTENING INDEX
MIAMI, FLORIDA
OCT.-NOV. 1945

	WIOD	Station B	Station C	Station D	Others
8:00 AM–12:00 Noon Mon. through Fri.	30.1	20.7	40.4	8.7	0.1
12:00 Noon–6:00 PM Mon. through Fri.	40.4	30.0	13.6	15.6	0.4
6:00 PM–10:00 PM Sun. through Sat.	42.6	30.3	13.8	12.8	0.5
12:00 Noon–6:00 PM Sunday Afternoon	41.7	22.0	17.8	17.8	0.7

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

WINN

LOUISVILLE
Home of the
Kentucky Derby

AMERICAN
WINN
BROADCASTING COMPANY

Represented by
BROADCAST SALES COMPANY
New York and Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE
General Manager

Sponsors

INDEPENDENT BUSINESS Inc., Washington, is distributing nationally to local business groups a series of 26 quarter-hour transcribed programs for sponsorship beginning the first of February on local stations. Purpose is to present problems of small business to general public. Leaders in government, independent business and in veterans organizations present messages and are interviewed on program. Included among those participating are Justin Miller, NAB president, and Rep. Clarence Lea (D-Cal.), chairman of House Interstate & Foreign Commerce Committee. Series is being produced by Leo J. Paulin & Assoc., Washington.

NO-WORRY CHEMICAL Co., Newark, N. J. (Blue White washing fluid), has appointed Scheck Adv., Newark, to handle its advertising. Spot announcement campaign may be started in about six months.

POCKET BOOKS Inc., New York, expects to launch nationwide advertising campaign involving several hundred thousand dollars effective in February. Lawrence Fertig & Co., New York, handles account. Radio may be included.

DUNCAN MACKENZIE Co., New York (Janie spot eraser), has appointed Atherton & Currier Co., New York to handle its advertising campaign. Spot announcements are expected to be used starting in April or May when distribution and packaging problems are solved.

CHEMPRO Co., New York (Dip soap products), is starting a test spot campaign in two southern states through Theodore J. Funt Co., New York.

JERIS SALES Co., New York (hair tonic), will start sponsorship of a quarter-hour newscast on WSB Atlanta about first week of February and a five-minute sportscast on WEAF New York, both for 13 weeks, through Wesley Assoc., New York. Account may increase radio schedule.

MONOGRAM PICTURES Corp., Los Angeles, has appointed Ruthrauff & Ryan, New York, to handle advertising. More than $80,000 will be spent to promote film "Suspense".

HUDSON PULP & PAPER Corp., New York, Jan. 14 starts "Aunt Mary", transcribed daytime serial, for five quarter-hours weekly on WOR New York, WBAL Baltimore, WBZ-WBZA Boston-Springfield and KYW Philadelphia. Produced by C & F Radio Products, Hollywood, program will advertise Hudson's paper napkins, towels and tissue. Contract placed by Duane Jones Co., New York.

ALLAN BROWN has been appointed vice president in charge of advertising and public relations of Bakelite Corp., a unit of Carbide & Carbon Corp., New York. **GEORGE C. MILLER** has been appointed vice president and general sales manager, thermoplastic department.

MARLIN FIREARMS Co., New Haven (guns and razor blades), is extending its radio advertising on a continuing 52-week basis instead of on alternating 13-week cycles. Stations carrying spots for company include WEEI WBT WCFL WAAF WLW KOA KGKO KNX WHAS WTMJ WCCO WJZ WOR KDKA KYW KXOX WOAI KGO KQW WGY KVOO WRC. Agency is Craven & Hedrick, New York.

NU-ENAMEL Corp., Chicago (paints, varnishes), enters radio sports field for first time after contracting WJJD Chicago for sponsorship of "Dugout-Interviews" with Bob Elson effective April 20. Program is to be heard throughout 1946 season as quarter-hour of interviews with Chicago White Sox players preceding games. Contract for 154 game season was signed Jan. 5. WJJD now has three sponsors for its exclusive coverage of White Sox games. Play-by-play broadcasts of games by Elson will be sponsored jointly by Walgreen Drug Stores, Chicago, and P. Lorillard Co., New York (Old Gold cigarettes).

PROCTER & GAMBLE Co., Cincinnati, has renewed four daytime serials on CBS five times weekly for 52 weeks. Programs: "Life Can Be Beautiful" for Ivory Soap; "Road of Life" for Duz; "Young Dr. Malone" for Crisco, all through Compton Advertising Inc., New York; and "Ma Perkins" for Oxydol, through Dancer - Fitzgerald - Sample. "Life Can Be Beautiful" and "Ma Perkins" enter eighth year on CBS.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, has appointed Ted Bates Inc., New York, to handle publication advertising on Raleigh Cigarettes effective Feb. 1. Radio advertising will continue to be handled by Russel M. Seeds Co., Chicago.

ELGIN WATCH Co., Elgin, Ill., on Jan. 16 starts video time signals on WCBW New York, CBS television station for thirteen week series. Twenty second time signals will be broadcast at 9 and 9:30 p.m. Wednesdays, placed through J. Walter Thompson Co., Chicago.

LT. COL. JOHN W. HUBBELL, released from the Army, has rejoined the Simmons Co., New York, manufacturer of mattresses and bedding equipment, as assistant to the president in charge of all advertising and promotion.

JUNIORS Inc., Los Angeles (children's clothing mfgr.), has appointed Robert F. Dennis Inc., Los Angeles, to handle advertising. Mildred Fluent is account executive.

CHEVROLET DEALERS Assn., Los Angeles, Jan. 7 started sponsoring daily quarter-hour newscast on KGB San Diego, Cal. On that date, firm also renewed for 52 weeks, schedule of 25 five-minute newscasts weekly and one quarter-hour news period on KMPC Hollywood. Firm in addition uses five newscasts per week on KFI Los Angeles. Campbell-Ewald Co., Los Angeles, has account.

PETROL Corp., Los Angeles (P.D.Q. gasoline), heavy user of transcribed spot announcements on southern California area stations, is now utilizing similar schedule in San Francisco market on 52 week basis. Total of 51 transcribed announcements weekly are being used on KPO KGO KJBS KYA KFRC KQW. McNeill & McCleery Adv., Los Angeles, has account.

FMPIRE DIGFST MAGAZINE, Toronto, has started dramatized spot announcements on CHUM Toronto six days weekly. Account placed by Mason's United Adv., Toronto.

CANADIAN INDUSTRIES Ltd., Montreal, has appointed Cockfield Brown & Co., Montreal, to handle institutional, ammunition, explosives and plastics division advertising.

CANADA LIFE INSURANCE Co., Toronto, has named Harold F. Stanfield Ltd., Montreal, to handle advertising.

LEWIS Ltd., Truro, N. S. (men's hats), plans wide use of radio in announcing spring styles of men's hats and caps.

STERLING PRODUCTS Division of Sterling Drugs Inc., Wheeling, W. Va., has signed 52 week contract with KMOX St. Louis for Mon.-Wed.-Fri. sponsorship of commentaries by Dr. Samuel Johnson.

DORMEYER Corp., Chicago, maker of electrical household appliances, has placed its advertising account with Burton Browne Adv., Chicago.

J. R. WATKINS Co., Winona, Minn., maker of household and agricultural products, has placed account with Goldman & Gross, Chicago.

WELLINGTON SEARS Co., Worth, N. Y., has placed account for Martex towels and other products with H. B. Humphrey Co., Boston, effective April 1.

PAUL J. DONIGER, formerly with WOR New York, Keystone Broadcasting System, and Young & Rubicam, has joined the promotion department of Seventeen magazine in charge of research.

JOHN DAVID Inc., New York (men's clothing stores), Jan. 5 started 52 week sponsorship on WJZ New York of "Opportunity Time" program, Sat. 8:30-8:55 a.m. Jean Colbert, commentator, talks about men's clothes from a woman's viewpoint. Agency is Gussow-Kahn & Co., New York.

GURLEY MILLING Co., Princeton, N. C., has started sponsorship on WPTF Raleigh of "Carolina Barn Dance", Sat. 7:30-8 p.m. from stage of local theatre. Contract is for 52 weeks. Dowless Tobacco Curer Co., Raleigh, has signed 22 week contract with WPTF for sponsorship of "Sonny Loden and His Southerners", Mon. and Wed. 12:30-12:45 p.m.

DISC FIRM ACQUIRES 'SINGIN' SAM' SERIES

EXCLUSIVE international sales and production rights to transcribed package series *Reminiscin' With Singin' Sam* have been acquired by Transcription Sales Inc., new production firm in Springfield, O., identified with WIZE Springfield and WING Dayton, O. Series is being made available on ability-to-pay basis, differing from usual straight fee and per-station-rates methods in that price schedule is scaled according to individual advertiser's budget.

Sales rights to quarter-hour program, which features veteran radio personality claimed to have sold more merchandise than any other in the field, was formerly controlled by Dial Programs Inc., Dayton, O.

New Springfield organization is headed by J. P. Williams, president, who is executive vice president of WING Dayton and WIZE Springfield. Lin Mason, WING program director, is vice president, and F. G. Dykstra, secretary treasurer. Of 260 programs in series, 110 have been processed. In addition to Singin' Sam, program features Charlie Magnante, virtuoso, and Mullen Sisters vocal group. Program is sponsored by variety of local and regional firms nationally.

G. W. ROBINSON Co., Hamilton, Ont. (department store), has started "Adventures of Jane Arden", quarter-hour transcribed program, five days weekly on CKOC Hamilton. Account placed direct.

SMITH Bros. Ice Cream, New York, Jan. 14 starts participations in "Dick Tracy" on WJZ New York, Monday through Friday. Company is sponsoring spots on "Gloom Dodgers" on WHN New York at present time and will start spots on all New York stations daily for 52 weeks by Feb. 1. Agency is Blackstone Co., New York.

JOHN H. BRECK Inc., Springfield, Mass. (Breck Hair Shampoo), Jan. 30 renews for 13 weeks "Beautiful Music" on ABC Wed. 4-4:15 p.m. Agency: Charles Sheldon Adv., Springfield.

CARTER PRODUCTS, New York (Arrid), has renewed for 52 weeks Jimmy Fidler on 181 ABC stations, Sun. 9:45-10 p.m. Agency: Small & Seiffer, N. Y.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cue dentifrice), Jan. 5 renewed "Share The Wealth" on 27 CBC Trans-Canada stations Sat. 8-8:30 p.m. with repeat to Pacific coast 11:30-12 midnight, and (Cashmere Bouquet products), "House Party" on 27 CBC Trans-Canada stations Sat. 8:30-9 p.m. Agency: Spitzer & Mills, Toronto.

In The Groove

It didn't just happen. We spent time and money learning what they wanted—and that's what we give them. Most people in our area prefer WAIR, a fact that a trial should prove.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

TECHNICAL

JERRY BERANEK has been named chief engineer of CBS Delano, Cal., international shortwave transmitter replacing **HELMER ANDERSEN.** Latter has been assigned to CBS Hollywood radio maintenance department.

ERNIE JOHNSON succeeds **AL RUTHERFORD** as chief engineer of WGBS Miami, Fla. Rutherford will devote most of his time to experimental work while in charge of WGBS transmitter.

E. E. MacCOSBE has rejoined engineering staff of WCAE Pittsburgh after four and a half years' Army service.

JOHN C. WELCH has returned to technical staff of WTIC Hartford, Conn., following 44 months' service in Navy.

GEORGE FUNKEY, ABS chief engineer, and **VIC LUNDBERG,** master control operator of network at Grand Rapids, Mich., both helped organize and operate ABSIE during World War II, although neither knew the other while in ETO. Funkey was ABSIE chief engineer and Lundberg had been assistant to **BREWSTER MORGAN,** former NBC producer, in charge of production at ABSIE and Luxembourg.

J. M. LANG has been appointed manager of the tube division of General Electric Co. Electronics Dept. with headquarters at Syracuse, N. Y. He succeeds **GEORGE W. NEVIN,** resigned. Lang is former manager of the Ken-Rad Division of the department with headquarters at Owensboro, Ky.

Mr. Lang

J. WESLEY KOCH, veteran of 37 months' service in armed forces, returned Jan. 1 to post as chief engineer of KFEQ St. Joseph, Mo. Radio officer with AFHQ in North Africa and Italy, Koch in Oct. 1945 was placed on terminal leave from post as technical advisor, Radio Propagation Unit, Chief Signal Officer, Washington, from which time until Dec. 31 he was assistant plans and allocations engineer with Mutual.

CLAYTON WILSON has returned to CBR Vancouver after serving overseas with CBC Overseas Unit as an engineer. He helped set up Canadian armed forces network.

BERT CRUMP, chief engineer of CHEX Peterborough, is recovering from an appendectomy.

JOE N. KNOWLES, discharged from Royal Canadian Navy, has returned to CKY Winnipeg as transmitter operator. **GORDON THOMPSON,** out of RCAF, and **HARRY SANDERS,** Canadian Army, are back at CKY as studio control operators.

MAX THOMAS resumes post on technical staff of WMRN Marion, O., following release from Army Signal Corps as lieutenant. He served in South Pacific.

ROBERT TRAGO, released from the Army as captain, has rejoined CBS as member of technical operations staff.

BILL HUNTER, recently discharged from the Army where he served as chief engineer of Radio Manila, has rejoined the engineering staff of WPAT Paterson.

HERBERT M. ERWIN, released from Navy as lieutenant commander and senior communications officer, and **ROBERT KLEIBER,** Army sergeant in Burma-India theatre since July 1942, have returned to the studio technicians staff of WLW Cincinnati. **HUGH KERN,** AAF major and communications officer in Pacific area since Aug. 1942, returns to WLW transmitter staff. Erwin was called to active duty in Dec. 1940.

RICHARD FAY, out of the Navy, has rejoined CBS as studio technician. **CLAYTON DOW,** Army veteran, has rejoined network studio engineering department.

RALPH INGRAHAM and **STANLEY PEER,** both Navy veterans, return to the control room staff of WDRC Hartford. Conn

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PHARMA-CRAFT Corp., New York, has changed "David Harding—Counterspy" on 168 ABC stations from Wed. 10-10:30 p.m. to Sun. 5:30-6 p.m. Agency: Young & Rubicam, N. Y.

Wise Adds Period

WILLIAM WISE & Co., New York (book publishers), has started Galen Drake, philosophical commentator, in new series on ABC, Sun. 3:15-3:30 p.m. Mr. Drake also is sponsored on ABC by William Wise Sat. 10-10:15 a.m. Agency is Huber Hoge & Sons, New York.

IN THE PUBLIC SERVICE

KTUC Gift to Tucson

AS A SPECIAL New Year's gift, KTUC Tucson is presenting an iron lung to the city of Tucson. A committee to handle details of arrangements has designated the county hospital as the place of its permanent installation. Congratulations on the "humanitarian presentation" were sent KTUC by the Iron Lung Co. of America.

* * *

Child Discovery

CHILDREN'S program on CJCA Edmonton has started a farmer's daughter on a singer's career. A Ukrainian immigrant farmer brought his 8-year-old daughter to Uncle Hal Yerxa of the Byers Flour Mills Kiddies program recently, on the child's first visit to a city. The neighbors thought she could sing, the farmer said in broken English. Voice teachers were amazed to find the youngster could sing in a fairly mature coloratura voice. A trust fund was established and Olga Bawra is now studying singing in Edmonton, with her radio mentor one of the trustees and providing her appearances on his program.

* * *

Records for Hospitals

ASKING listeners to contribute phonograph records for distribution to Naval hospitals during his regular news broadcasts for one week, Graeme Fletcher, NBC Hollywood newscaster, received 2500 discs. In addition, $2400 was contributed, or enough cash to purchase 4000 additional records. The 689 donations came from 240 different western cities.

* * *

Shoes for Dutch

IN response to recent appeal by Jerry Lawrence, Hollywood m.c. on CBS *Meet the Missus,* thousands of pairs of old shoes have been forwarded to network's Hollywood headquarters for the Dutch. Telling of dire need in Holland, Lawrence explained that majority of trees in that country had been cut down during German occupation, thereby depriving Dutch of even their traditional wooden shoes.

* * *

Baby Clothes for Europe

LESS than a week of campaigning by Director Margaret Thomas on *Radio Bazaar* on WTIC Hartford, Conn., brought 727 diapers and 913 articles of baby clothing and baby blankets from listeners for infants in European countries. Miss Thomas is continuing the campaign, with emphasis on the need for diapers.

ALLIED ARTS

BROADCAST RESEARCH Inc., organized to assist radio writers and speakers to obtain basic background materials, has opened offices at 108 W. 43d St., New York. Telephone: BRyant 9-3707. **CLARENCE A. PETERS,** former research director for "America's Town Meeting" and previously on the faculty of Northwestern U., is president of BRI. **HENRY T. JONES,** returning to civilian life after three and a half years with AAF, is business manager.

CHARLES E. SHAPIRO has been named West Coast regional manager of the Echophone Division of Hallicrafters Co., Chicago. Echophone is Hallicrafters' home radio division. Shapiro was formerly with Howard Radio Co., Chicago, first in charge of West Coast sales and later as executive vice president. His new territory includes all cities west of Denver; headquarters, Los Angeles.

PAUL MANNING, war correspondent for Mutual who was present at both surrender ceremonies, at Rheims and Tokyo Bay, was guest speaker Jan. 9 at celebrity luncheon of the Advertising Club of New York. Manning is now producer of packaged radio programs.

VINCENT SHALLOW is new advertising manager of Carl Fisher Inc., New York, music publisher.

FRANK BLOCK, director of American Industry Salvage Committee and the Conservation Committee of Waste Paper Consuming Industries and prior to that vice president of Olian Adv., St. Louis, has formed a new public relations office at 30 Rockefeller Plaza, New York, and the Ambassador Bldg., St. Louis. Associated with him are **JESSE SIEGEL, JOHN F. KINERCK** and **L. DANIEL BLANK,** all formerly with war activities of Pulp Wood Industries.

NEWS ASSOCIATES, Chicago, has been appointed as Chicago affiliate of Earle Ferris Co., New York public relations firm. Firm also will represent Radio Feature Service, radio program publicity, and Ferris Assn. of Hollywood, publicity.

WILLIAM A. BOEGER Jr., formerly with the sales department of New York office of Phoenix Mutual Insurance Co. and recently released from the Navy, has joined Duotone Co., New York (phonograph needles and recording blanks), as advertising and sales promotion manager.

BERNIE YUFFE, out of RCAF and with CKLW Windsor-Detroit, production department, has joined General Amusement Corp., Chicago, on seven year contract to write music.

TOM KELLY of the sales department of Radio Reports, New York, left Jan. 12 for firm's Los Angeles office where he will remain for three months.

ROBERT J. INGRAM, former sales promotion manager of Bristol-Myers Co., New York, has been appointed executive vice president of Fair Trade Merchandising and its affiliate, Drug Sales Builders Inc., New York.

RAY-TELE, New York, a message service for radio talent formerly owned by **MIRIAM SILVERBURG** and **VIOLETTA HOFELD,** has been taken over by Radio Registery, owned by **DORIS SHARP.**

DON WITHYCOMB, radio director of the Baltimore Sun Papers, is confined to his home with pleurisy.

JAMES PARKS, who has been packaging and producing shows in Chicago for six years, will open an additional office in Los Angeles as soon as possible. Location of the office is not yet set. Mr. Parks believes he can find a better source of properties and shows on the West Coast and will spend most of his time there with frequent trips to Chicago.

Tager Resumes Post

ARTHUR W. TAGER, recently released from the Signal Corps as a lieutenant colonel, has resumed his position as president of the Advertising Corp. of America.

SHREVEPORT, LOUISIANA
STACKS UP!
among the 12 cities of 115,000 to 125,000 population
12TH IN POPULATION...
• 4th in Buying Income (thousands of dollars)
• 1st in Drug Sales
• 4th in Lumber, Building, Hardware Sales
• 9th in General Merchandise Sales
• 4th in Per Capita Income
THE SELLING POWER IN THE BUYING MARKET
KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA

PROMOTION

Promotion Personnel

LT. COMDR. WILLIAM E. WEBB has returned from service as a combat intelligence officer aboard an aircraft carrier and resumed his duties as manager of public service promotion for NBC. **ARTHUR FORREST**, who has handled this post since Lt. Comdr. Webb entered the Navy in 1943, has been placed in charge of national promotion for NBC's owned and operated stations.

LT. CARL RUFF, former publicity director of WOR New York, has returned to New York and expects to reenter radio following discharge from service. Lt. Ruff served with Patton's Army in Sicily, Italy and France, was wounded by a Nazi mine.

EVELYN CLARK of the promotion-publicity staff of KGO San Francisco is to be married to Norbert V. L. Deggendorfer.

FRED A. SULLIVAN, veteran member of the Lawrence (Mass.) Eagle-Tribune, has been appointed publicity and promotion director of WLAW Lawrence.

KEITH MATHERS, formerly with KGLO Mason City and WMT Cedar Rapids, Ia., has been appointed publicity and promotion director of KIDO Boise, Ida.

WINX Music Programs

ARRANGED in form of a concert program, WINX Washington has sent out an illustrated mailing piece on its "Good Music" programs. As first in a monthly series, folder lists daily selections, complete with composer, orchestra and artist. Folder is sent by request only. Mailing list is being obtained through a postal card attached and sent to District of Columbia music and education groups. WINX in addition placed a sign in D. C. music stores with postal cards attached for those interested. Cards also list types of programs with check space for preferences.

Food and Drug News

NEWSPAPER-TYPE publication to keep food and drug dealers informed on KGO San Francisco advertised products is being mailed monthly to 2,500 dealers, distributors and brokers in station's coverage area. Paper is entitled "KGO Food & Drug News". In four 9 x 12 inch pages, KGO presents stories and pictures of activities on local and ABC network campaigns for all products sold through food and drug outlets.

Farrell Returns

RETURN of Maury (Flash) Farrell to WAPI Birmingham, Ala., as sportscaster has been announced by blotters inclosed with station correspondence. Headed by photo of "Mike" Farrell, his 15-month-old son, blotter inscription follows pattern of announcement by youngster that his father has returned to WAPI after five years' service in AAF. Farrell personally made up blotters while in convalescent hospital.

Satevepost Article

DON CARNEY, conductor of a daily children's program on WOR New York for 17 years, is profiled in a three-page story and picture layout in Jan. 12 issue of Saturday Evening Post. Written by John La Cerda and titled "Anyway, the Kids Like Them", story credits Uncle Don with contribution of many new words to the American language and states that he has presented more than 8,000 broadcasts.

Forms New Division

WKRC Cincinnati has formed a merchandising division under supervision of E. E. Hale, who formerly had headed sales promotion department. Joel W. Stovall, program director, becomes sales promotion manager. Stovall in turn is succeeded by Lew Kent, former assistant manager and program director of WMAZ Macon, Ga.

Topic List

LISTENERS to "Invitation to Learning" on CBS, which presents an informal three-way discussion of one of the world's great books each Sunday, may obtain a listing of future programs through request to CBS education division, producer of program. Over 1,200 requests already have been received for handy pocket-sized cards.

Sales Manual

RADIO SALES Division of Stromberg-Carlson Co., Rochester, has started full-scale campaign to introduce line of 1946 quality home radio receivers through ads in new sales manual for dealers. Simulating a record album, manual shows full-page photographs and gives descriptions of each of 19 new set models.

CKCW Tickets

TICKETS to "the best seat in the house" for "Drama at Eight" have been distributed by CKCW Moncton, N. B., as listener promotion for 8 p.m. period on station which each day presents a different dramatic program. Tickets were distributed on streets, via station mail. Bus cards supported campaign.

New Magazine

FIRST peacetime edition of the Western Electric Oscillator, successor to company's pre-war magazine, Pick-ups, has been published, containing articles on wartime and peacetime electronic developments. Oscillator is distributed to company's customers in communications and electronics industry.

WOV Veterans

FOLDER titled "Nourished on a 15 year diet of radio" has been issued by WOV New York presenting success stories of three food product advertisers who have used WOV programs consistently for 15 years. Growth of these firms is allied with progress of WOV by folder facts.

Miss ABC Mike

MISS ABC MIKE, adorning cover of network's latest promotion piece, declares "Mother said, never kiss and tell —but I'm telling!" In folder she tells about new sponsors on ABC since Jan. 1, 1945. Folder and character are creations of E. J. Huber, sales promotion manager.

'Queen' Display

DOWNTOWN window display and imprinted paper napkins for restaurants constituted part of promotion and publicity afforded MBS "Queen for a Day" by WHBQ Memphis when that program originated from Memphis. Attire of Memphis' Annual Cotton Carnival Queen was used in display.

CHUM Paper

LARGE FOUR-PAGE newspaper is to be distributed in Toronto by CHUM, new 1 kw station, as part of its publicity campaign for listeners. "CHUM Radio News" will go to 200,000 Toronto homes. Paper will feature contests, pictures and stories of stars heard on CHUM.

WWNC Survey

TITLE of new promotion brochure prepared by WWNC Asheville, N. C., is "Mr. Barton's Yardstick". Eight page piece reports results of all-period all-week audience survey conducted for station by Sam Barton's Industrial Surveys Co., New York.

Ski Prizes

PAIR of Flexible Flyer Splitkein skis are given away each week on "Ski-Cast", sponsored by Grossinger Hotel on WHN New York, to person who sends best letter to station on "Why I Enjoy Skiing". Agency is Blackstone Co., New York.

CHUM Decals

BLUE and gold decalcomanias bearing slogan "We stock products advertised over station CHUM" are being distributed by the Toronto station to merchants in the area for posting on doors and windows.

WPAT Paper

ADVERTISERS, agencies, newspapers and trade publications on mailing list of WPAT Paterson for program schedules last week received station's new house organ, "The WPAT Preview", a monthly feature.

Drug News

NEWSSHEET of information relative to the drug trade is compiled and mailed monthly by WGL Fort Wayne, Ind., to druggists in station area. Title is "Drug Trade News".

TWELVE day Holiday Season baby picture contest on Martha Miller's commentary program on WSB Charlotte, N. C., resulted in these 931 snapshots being given a looking over by Miss Miller. Maritime Milling Co., Buffalo, N. Y., which sponsors program to promote Hunt Club dog food, awarded contest winner with cocker spaniel puppy.

Blotters

PERSONALIZED blotter has been distributed by Sylvania Electric Products Inc., New York. Name of recipient is printed on each blotter below calendar for the month.

MBS Clip Sheet

MUTUAL has started weekly clip sheet called "Mutual Flash Feature Service" providing number of publicity features available in newspaper mat form.

TWENTY YEAR CLUB ADDING 21 MEMBERS

TWENTY-ONE new members have been added to the Twenty Year Club, an organization of men and women who have worked 20 years in the radio broadcasting industry. The club was founded by NBC commentator H. V. Kaltenborn in 1942. New members are:

Ben Gross, radio editor, *New York Daily News;* George C. Biggar, general manager WIBC Indianapolis; Harold K. Bergman, WGY Schenectady; R. J. Coleman, director, WKAR East Lansing; Dave Edelson, co-owner, Commercial Broadcasters; J. Leslie Fox, manager, Paul H. Raymer Co.; Howard S. Frazier, director of engineering, NAB; Henriette K. Harrison, national radio director, National Council of YMCA; Wilbur M. Evans, president, WMBG Richmond; Russell S. Hoff, WLW Cincinnati; S. E. Leonard, engineer-in-charge, WTAM Cleveland; W. C. Little, supervising engineer, CBC; Ruth Lyons, director *Your Morning Matinee*, WLW Cincinnati; William F. Ludget, KWK St. Louis; John T. Mitchell, director of radio production, Morse International; N. R. Olding, operations engineer, CBC; G. R. A. Rice, CFRN Edmonton, Alberta, Canada; Lt. Col. Keith S. Rogers of CFCY Charlottetown, Canada; B. Gale Swift, supervisor of musicians, NBC, Chicago; Verl Thomson, program director, KSOO Sioux Falls; Dr. Edwin J. Van Etten, Dean, Cathedral Church of St. Paul, Boston.

T-P-C Meet

ANNUAL MEETING of sales and production managers of the Taylor-Pearson-Carson group of stations throughout Canada was held at Calgary, Jan. 10-12, to discuss mutual problems and standardization of methods.

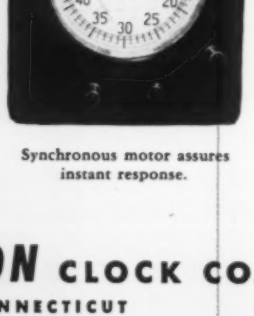
Tops a Stop-Watch for
Convenience and Accuracy...

THOMPSON
Electric Stop-Timer

because it gives you:

★ *EASY 3-BUTTON OPERATION*
★ *ACCURACY TO 1/5 SECOND*
★ *GREATER DURABILITY*
★ *EASIER READING*

For scores of timing uses on laboratory and testing equipment and on many production processes, this precision instrument is the only one of its kind. It can also be used in conjunction with other electrical control instruments . . . and can itself be furnished for use as a remote control instrument.
3" dial makes the Thompson Stop-Timer much easier to read. Operates on 110-volt AC, 50 or 60 cycles. And it's made to give years of accurate service, by the makers of the precision movements for Western Union clocks. Write for prices.



Synchronous motor assures instant response.

H. C. *THOMPSON* CLOCK CO.
BRISTOL, CONNECTICUT

ON THE SERVICE FRONT

General Breaks Army's Radio Silence on Demobilization Plan

FIRST VOICE to break through the Army's radio silence on the current soldier discontent with demobilization was Army Air Forces' Maj. Gen. F. L. Anderson who appeared on *Headline Edition* on American, last Wednesday, 7 p.m.

Speaking from Washington, the Assistant Chief of Staff of AAF Personnel explained demobilization of the AAF as it is progressing. In his concluding remarks, he said, "Since V-J Day in five months almost to the day, 1,100,000 men have been separated from the Air Force—half the Air Force of 20 weeks ago . . . The others will be home before summer. I say that the mission is being accomplished according to plan."

The Army's hesitancy to take to the air now in response to the GI protests seems to be due primarily to the fact that Secretary of War Patterson is out of the country. As the matter has become international, and is so deeply tied in with War Dept. policy, it is felt that any statement at present should come from the top man.

According to spokesmen of Armed Forces Radio Service—the one medium that could reach every theatre simultaneously — "something may be done from Washington in the way of a direct message to the troops from a high ranking Army official, but plans are not formulated as yet."

Red Tape Time

It was explained that even if a "high ranking Army official" did decide to broadcast to the troops, it would require "at least a week" to get the message to the theatres. This is the required time for the writing of the speech, clearance, cutting of the transcription and sending it to New York and Los Angeles to be shortwaved around the world.

It is also believed in AFRS headquarters that commanders in the theatres in which discontent has been raging possibly have already communicated to the men through radio. Word of such messages would not have reached headquarters yet—if it ever did.

All news is reported factually to overseas personnel, it was explained, through Army News Service, broadcast at frequent intervals on all AFRS outlets and stations. Important "stateside" speeches dealing with demobilization—such as President Truman's announcement Tuesday morning—are reported on without comment on ANS.

In the opposite camp from demobilization — re-enlistment — AFRS is conducting a series of spot announcements started the first week in January. The first series were "boiler plate" mimeographed spots of 15 to 60 seconds length sent out from headquarters to all AFRS outlets. These stressed the Jan. 31 date. Any man now in the Army can re-enlist by that date and stay in grade.

Second set of mimeographed spots are now being prepared for use the third week of January. After that time once a month beginning Feb. 1 headquarters will send about 12 transcribed announcements to each overseas station, factually stating the advantages and benefits of the Army as a postwar career. The theatre commander can use the spots at his discretion, or if he prefers, theatre radio men may make their own announcements, pending the commander's approval.

The subject of re-enlistment is also being used on *Target Tomorrow*, a transcribed quarter-hour AFRS series stressing postwar opportunities. The Information & Education Division of Army Service Forces, under whom AFRS operates, has made it clear that all announcements or programs are presented purely as an informational project, and with no view toward "selling" the soldier anything.

* * *

Tinsley to VA

TED TINSLEY, freelance radio writer and former writer with OWI Domestic News Bureau, has been appointed to the speech section of the Veterans Administration Radio Service. He wrote several scripts for *The Shadow* on Columbia.

* * *

Last Issue

WITH the December issue, the *Signal Review* "rogers out." The Signal Corps Pacific Reconnaissance Magazine has been published in Manila by and for Signal Corps personnel in the Pacific. Included in the last issue are articles on the Seaborne Signaleers dealing with ship-to-shore relay through floating units; a review of the Armed Forces Radio Service; and signal recon, among other non-radio articles and fiction.

Fees Review

COPYRIGHT FEES to be paid by Canadian radio stations for 1946 will be reviewed by Canadian Copyright Appeal Board at Ottawa Jan. 24, with representatives of Canadian Assn. of Broadcasters, CBC, BMI (Canada) Ltd., and CAPAC present. CAPAC filed for tariffs totaling $140,728 plus 2% on total commercial broadcasting revenue, while BMI filed for one-quarter of these fees or the wartime fee of one cent per licensed receiver [BROADCASTING, Nov. 19].

WINX Washington, D. C., is broadcasting five inter-high basketball games in area during present season, plus championship playoff games. Bob Wolff covers.

RECIPE FOR NEWS

Hunt Stirs in Facts, a Yarn —And Pinch of 'Think'—

FEW GOOD COOKS will disclose their best recipes, but this tradition was shattered when Frazier Hunt, whose cooperative news commentary is heard Mondays through Fridays 9-9:15 a.m. over MBS, announced his own recipe for boiling up a news program.

Basic ingredient, he told his listeners in his Jan. 3 broadcast, is straight news, " as honest and accurate as the United Press sends it out." A soupcon of human interest is added next, he said, in the form of "GI yarns, and tales about sailormen and leathernecks, old people and children, and cats and dogs."

The mixture is topped off with "my little 'think' piece," he confided. He told listeners they could "take them (think pieces) with a little grain of salt."

Television Lectures

FOUR LECTURES on television will be given on Tuesday evenings starting Jan. 22 at New School, New York, in cooperation with Television Broadcasters Assn. Nathan M. Rudich, head of New School television and radio department, will be chairman. Intended for business executives and others interested in video development, series will include talks by Ralph B. Austrian, executive vice president of RKO Television Corp. on "Program Problems"; Robert E. Shelby, NBC director of technical development, on "Television Station Equipment Neews"; Paul Raibourn, president of Television Productions, on "Television, The New Intranational Medium". Fourth speaker is to be announced.

Batchelder Quits WFBR Post; Trautfelter Elected

RESIGNATION of Harold W. Batchelder as director, vice president and treasurer of The Baltimore Radio Show Inc., licensee of WFBR Baltimore, was announced last week by Hope H. Barroll Jr., executive vice president and station general manager. He is succeeded as vice president and treasurer by J. H. L. Trautfelter, already a director, Baltimore accountant, business and tax consultant.

Mr. Batchelder

Mr. Batchelder, who had been affiliated with the station for 12 years, has not announced his future plans, although he expects to remain in radio, he said. Mr. Trautfelter has been accountant and consultant for WFBR since 1934. He plans to devote his full time, however, to the station. WFBR is owned principally by Robert Maslin Sr., retired; Mr. Barroll, and Robert Maslin Jr.

ALBERT R. PERKINS, radio and film director of Look magazine, and instructor in radio writing at New York U., has released his freelance radio writers' market list for 1946, covering 31 of nation's top script buyers for both commercial and sustaining network programs. List is printed semi-annually.

HERE'S 43% OF THE CLEVELAND AUDIENCE

60% more Cleveland listeners than any other program from 1:30 to 2:00 P.M., Monday thru Friday.

We could use a lot of words telling you what's in the Cleveland Clambake for the listeners—but we have a much bigger story to tell you about what's in the Cleveland Clambake for the advertiser.

Type of Audience:

Obviously, in the early afternoon, weekdays, it's mostly women—but with a plentiful supply of men tuners-in too.

It's the kind of a show that takes charge of the biggest part of the audience, regardless of sex or station in life—and the figures prove it. Ask Headley-Reed, or drop us a wire.

Mornings and afternoons throughout the week . . . Monday thru Friday . . . WJW delivers more daytime dialers per dollar in Cleveland than any other station.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Auto Makers

(*Continued from page 24*)

radio spots in cooperation with local distributors. Hudson is building automobiles, but strikes affecting suppliers are jeopardizing continued output.

Nash-Kelvinator is currently carrying one weekly network show, with the Andrews Sisters, on CBS.

From all this it is easy to forecast that radio in 1946 does not have a promising outlook as far as the automotive industry is concerned.

Fortunately for the radio industry, it has done such a tremendous selling job that other types of advertisers continue to keep the "Sold Out" sign hanging in radio stations throughout the country. Perhaps this factor, as well as the labor and production problems, contributes to the reluctance on the part of media-choosing men to predict the extent to which radio will be used.

WMSA Staff

STAFF of WMSA Massena, N. Y., on air since Oct. 12, now includes following: Mike Yonkovig, chief engineer, former transmitter supervisor at WWNY Watertown, N. Y.; Bob Parkhurst, from WWNY, Leo Thompson, ex-Marine, and Mike Tarkulich, released from Merchant Marine, all engineers; Salesman Bob Anderson, Army veteran and from WWNY.

HUBBARD DISCLAIMS SOAP OPERA RULE

STANLEY E. HUBBARD, president and general manager of KSTP Twin Cities, wants the industry to know that in St. Paul, at least, charges that radio is top-heavy with soap operas are false. Public service programs are heavier than at any time in recent radio history, according to figures compiled by Mr. Hubbard.

During one week in December, there were 867 shows, running 225 hours and 25 minutes, devoted to public service programs by the six Twin Cities stations. The same week, between 9 a.m. and 5 p.m., 615 shows running 167 hours and 40 minutes, were broadcast. None of these was a serial.

These figures do not include the U. of Minnesota station, Mr. Hubbard pointed out.

WTMA Covers

ARRIVAL of USCG Cutter Campbell at Charleston, S. C., following war service was covered via wire recorder by WTMA Charleston. Even Sinbad, canine mascot of ship, participated in special program.

Drive Opens

SALVATION ARMY launches its fund-raising campaign with a half-hour broadcast on WNYC New York Jan. 15, 4:30-5 p.m., presenting Mayor O'Dwyer, Commissioner Ernest I. Pugmire, national commander of the Salvation Army, Novelist Fannie Hurst, Actress Ilka Chase and WEAF New York Commentator Mary Margaret McBride. Music will be by Helen Jepson of Metropolitan Opera Co.

Unfailing Dependability

A Star Performer

TURNER

Model 211

DYNAMIC

Developed for highest quality recording, P.A., and broadcast work (including FM), the Turner 211 Dynamic Microphone incorporates a new type magnet structure and acoustic network. Its unique diaphragm structure results in extremely low harmonic and phase distortion without sacrifice of high output level. A sensitive unit with a very smooth response from 30-10,000 cycles. Performs faithfully under severe operating conditions. Finished in rich chrome. Complete with tilting head, balanced line output connection, and 20 ft. removable cable set. In all standard impedances.

For Complete Details on Performance and Price Ask Your Distributor or Write

THE TURNER COMPANY

914 17th Street, N.E., Cedar Rapids, Ia.

TURNER

TURNER

Pioneers in the communications field

Microphones

Free Microphone Catalog

Write for Your Copy

TINY RADIO SETS FOOLED NAZIS

Jersey Islanders Got London News Daily on Hidden Receivers

TINY radio receiving sets, carefully concealed from the Germans, brought 40,000 inhabitants of the British Channel Island of Jersey the daily news from London through three years of Nazi occupation.

Radios were banned by the Germans in June 1942, and houses were searched regularly. Death was the penalty for having a set. And yet, reports the *London Daily Mail*, 90% of the homes had a crystal set made or designed by Arthur Roche, an electrician, that brought them BBC news every day.

One set was concealed in a clock. Another was hidden in a two-inch-long beef cubes tin in somebody's larder. Scores of sets were built into match boxes. Smallest of all was one built inside a phonograph-needle box.

Mr. Roche, caught repairing sets, spent several months in jail. When he was released, he had to make hundreds of calls around the island to catch up on repairs.

LONGINES STARTING NEW SERIES FEB. 2

LONGINES-WITTNAUER Watch Co., New York (watches and scientific instruments), on Feb. 2 starts Capt. Eddie Rickenbacker, noted aviation figure, as narrator in weekly half-hour transcribed programs titled *World's Most Honored Flights*, depicting history of American aviation. Recordings have been distributed to 124 stations in U. S., Hawaii, Fairbanks, Alaska, and Panama City, Panama. Eventually program will be on 150 stations in U. S. and Canada.

Series deals with "firsts" in aviation with dramatic stress on human adventure story behind history. Agency is Arthur Rosenberg, Inc., New York. Stations carrying program are: KATE KALB KGGM WFBG WISE WSB WRDW WRDO KNOW KERN WFBR WBCM KFDM WNBF WBRC KFYR KIDO WBZ KRBM WGR WCAX KGIR WMT WAYS WCSC WCHV WAPO WMAQ WLW WTAM WIS WDAK KRIS WRR WBTM WOC KFEL KSO WWJ KDAL KFAR WMMN WFDF WOWO KMJ WOOD WFBC WHP WTIC KPFA KTHS KTRH WIRE WMBR WJHL WDAF WKNE WROL KARK KNX WLVA WMAZ WMUR KGLO WMC WQAM KSTP WALA WSFA WSIX WAAT WSMB WOR KOMA WOW WDBO HP-5J6J (Panama City) WCOA KYW KOY WJAS WGAN KGW WPRO WPTF WRAW KOH WRVA WDBJ WHAM WROK KFBK WFOY KXOK WSUN KDYL WOAI KFSD KPO KVSF WSAV KOL KTBS KSCJ KELO WSPA KFPY WBZA KGBX WSYR WBOW WSPD KTUL WIBX WOL WWNY KRGV WRLD WWVA KANS WBRE WDEL WMFD WSJS.

CIO Series

CIO Jan. 14 starts a 13 week series of broadcasts on ABC titled *Steelmakers Speak*, designed to present views of nation's steelworkers. Program is heard 10:30-10:45 p.m., Monday, Wednesday and Saturday. Agency is Wiltman & Pratt, Pittsburgh.

Coleson NAB Head For Pacific Coast

Miller Acts Promptly to Name Manager of New Office

ACTING promptly following board authorization to open a new West Coast office, NAB President Justin Miller last week announced appointment of Robert C. Coleson as manager of the new office effective Feb. 1. [BROADCASTING, Jan. 7]. The office will be in the Taft Bldg., in Hollywood.

Mr. Coleson

Mr. Coleson, now in charge of the Hollywood office of the Advertising Council, will continue to handle network allocations for the cooperative group. He is a veteran radio and public relations man. He was in charge of radio and special events for the San Francisco Golden Gate Exposition in 1939-40, of the San Diego Worlds Fair in 1935 and 1936 Dallas Centennial.

More recently, he was in charge of the Hollywood office for N. W. Ayer and Son. In the early days of the war he was in the Radio Branch of the War Dept. as chief administrative officer under Col. Ed Kirby, now public relations counsellor of NAB and opened the New York and Hollywood offices of the Radio Branch in 1941 and 1942. A veteran of World War 1, Mr. Coleson began his radio career in the early days of WOR. He has produced network programs in both New York and Hollywood and was the first producer for the *Army Hour* on NBC.

Mr. Coleson's new duties with NAB will include liaison with producers, writers, talent and agencies in Hollywood in pursuance of the plan outlined to the NAB board by Mr. Kirby to use "our facilities to sell the American system of radio." He also will service the membership of the NAB in the western states and maintain liaison with the motion picture industry.

He will report to NAB headquarters in Washington in early February to confer with department heads.

BELL SYSTEM LISTS PLANS FOR TV NETS

DISTRIBUTION to the television and radio broadcasting industries of a booklet describing the Bell System's plans for establishment of television networks was begun last week.

Said Bell to broadcasters: "As you come to need network facilities to transmit television programs, we can supply and operate those facilities to your satisfaction and the satisfaction of the public. We will be prepared to do this over long distances as well as short."

In the booklet Bell outlined various systems of transmitting television and reminded broadcasters interested in television that it already had embarked on ambitious expansion of facilities to prepare the way for successful television transmission.

"Today," said the booklet, "the [Bell] System has the experience and skill to give the television industry the maximum service that it may require."

WMT Transmitter

FIRST new postwar transmitter in operation is claimed by WMT Cedar Rapids, Waterloo, Iowa. Their 5 kw RCA transmitter went on the air Dec. 13. Station engineers, pleased with the signal, say that better tone quality will be appreciated by listeners when postwar receivers are available.

Feature

(Continued from page 10)

plussages, or plusses, which we offer. If two shows are contiguous we point out that they are also back-to-back. If three shows, they are back-to-back-to-back. And so forth.

Q. Including ABC shows?

A. ABC-type shows are daytime-type shows; audience-participation-type; and a few which are simply type-shows. You see, program-wise we talk that way in radio.

Q. Program-wise?

A. Sure. We look at every problem program-wise, publicity-wise, rating-wise, from the standpoint of the coverage factor, turnover factor, cost-factor and time factor.

Q. Look, Mr. Pitcher, you're a busy man and—

A. Sales-wise, yes. I happen to be bird-dogging some sleepers. But if you want more of my thinking I'll shoot you—

Q. You'll WHAT?

A. Shoot you a memo, and cover everybody with copies netting the thing down to its net net.

Q. Splendid. Thank you very much, Mr. Pitcher. Good-day.

A. Don't hesitate to sound-out if you want me to fill you in as soon as I get out from under and can be right on top of it. Good-day, No. 1 Prospect!

(HE GOES DOWN FOR COFFEE.)

Radio, 25 Years Old, Should Act Grown Up, Durr Declares

Commercials Often Offend Intelligence, Exploit Emotions, Commissioner Says

RADIO, while young in years, is old enough to be judged on past performances. "It is old enough to shoulder the responsibilities of adult life."

So spoke FCC Commissioner Clifford J. Durr at a dinner given last Monday by the Joint Radio Committee of the Congregational Christian, Methodist and Presbyterian—U. S. A. Churches in the Gramercy Park Hotel, New York.

In an address entitled "The Social Significance of Radio," Mr. Durr told the radio chairmen of state and city federations of churches that although the "net result" of the first 25 years of the art is "good," radio "has fallen far short of realizing the potentialities which it has demonstrated."

Mr. Durr's reference to "past performance" was aimed especially at radio commercials. He suggested that in these times when "clear minds and unwarped emotions" are needed in dealing with weighty problems it might not be too much to ask of radio "that it not offend our intelligence or exploit our emotions in selling the wares of its advertisers."

Illustrates Point

By way of illustration, Comm. Durr recounted some of the visitations which came via radio into American living rooms in the space of little more than an hour on a recent afternoon. He told of the selfless woman who regained the respect of her children by outfitting herself at a certain furrier's shop, of a schoolteacher who obtained discipline from her pupils by purchasing a particular toothpaste, of the exhortation to the listeners of a children's adventure program that they too could have the health and strength of the hero of the episode by eating a specific brand of breakfast food.

Mr. Durr conceded that the articles advertised may have merit and declared: "Isn't it fair to ask that these products be offered for sale as desirable commercial products rather than as substitutes for intelligence and devotion and sacrifice and hard work?"

Mr. Durr suggested other "minimum standards" to govern broadcasting operations. Pointing to concentration of ownership of stations, influence exerted by four networks over hundreds of affiliates, and control by a small number of advertisers over network revenues, he said that if our future system of broadcasting is to be really free it must have "a far wider base of economic support."

Other Points

The Commissioner also asked:

That broadcasters "be required to make available adequate time at good listening hours for the discussion of important public questions, for education, for religion, and for other programs of a public service nature."

That radio "not be a one-way pipeline from New York or Hollywood or Washington into the communities of the country" but exercise its opportunities in bringing to its listeners the cultural and political contributions of the community.

'Steady Infusion'

That the gate be kept open for "a steady infusion of new blood" to maintain the "vitality" of radio.

That support and encouragement be given educational and nonprofit stations as "a new and desirable form of competition into our broadcasting system."

That a conception of "public trusteeship" be established for broadcasting, with the licensee held accountable for the channel "entrusted to his care and whose interest he is required by law to serve."

Reviewing broadcasting's first quarter century of performance, Mr. Durr praised radio's contribution to culture, to public thinking on political issues, to religion, to entertainment, to national unity. But, unfortunately, he said, the good has not been unmixed with the bad. "Shoddiness has been mingled with excellence in discouraging proportions. Our emotions have been aroused by petty appeals as well as big challenges.

"We have been harassed and annoyed by repetitious advertising exhortations of such vehement insincerity as to destroy the meaning of good programs which have preceded or followed them. Advertising pressures have crowded more and more meritorious sustaining programs from the air or relegated them to undesirable listening hours; and economic concentrations in the control of program sources have been built up which threaten that diversity in the sources of news and opinion upon which we must rely for the safety of our democratic institutions."

Considering the magnitude and complexity of the problems ahead, Comm. Durr declared, "it is clear that if radio is to play the part it is capable of playing in their solution, we must expect far more of it than merely that its virtues exceed its faults."

Meeting Set

ANNUAL conference of NAB women broadcasters will be held March 16 at Hotel Roosevelt, New York. Theme of meeting will be "Women in the Communicative Arts."

HARVEY

now has for delivery long awaited

PRESTO PRODUCTS

As the supply situation relaxes, HARVEY can supply more and more famous radio and electronic components and equipment, such as the dependable Presto recorder and transcription playback described below. Avail yourself of our rapidly growing stocks, our fast, efficient service, our technical know-how! Get the equipment you need now by placing your order promptly.

PRESTO Model "K" RECORDER

A portable sound recorder, record player and public address system. Complete in a single carrying case.

The Model "K" records 15 minutes continuously at 33⅓ RPM on side of 13¾" disc. It also makes 6, 8, 10, and 12 inch records, and plays all makes of phonograph records. With its many exclusive features found in no other low priced recorder, the user is able to make high quality recordings consistently, reducing spoilage cost of discs and needles. As a voice amplifying system, it serves audiences of about 500 persons.

PRESTO Model "L" TRANSCRIPTION PLAYBACK

Its extreme simplicity and remarkably clear, wide range reproduction have made the Model "L" a favorite of radio stations, advertising agencies and program producers. It consists of a 12" dual speed rim-driven recording turntable, a 16" pickup on a swivel mounting which folds into the case when not in use, a 4½ watt amplifier and an 8" loudspeaker, mounted in a single case. The speaker mounted in the case cover is equipped with a 20' extension cable. Semi-permanent needle supplied as initial equipment.

Telephone Orders to LO 3-1800

HARVEY RADIO COMPANY

103 WEST 43rd STREET • NEW YORK 18, N. Y.

AFRA WINS DISPUTE OVER JURISDICTION

AMERICAN FEDERATION OF RADIO ARTISTS won its jurisdictional dispute with the American Federation of Musicians on Jan. 5 when band leader Tony Pastor, guesting on *Teen-Timers Show* on NBC, did not participate in dialogue or sing. Rehearsal of the broadcast was called off [BROADCASTING, Jan. 7] on Jan. 5, because AFRA demanded that Mr. Pastor join the actors union if he were performing as an actor.

AFM, however, maintained that Mr. Pastor, as an AFM member, would go on the air without joining AFRA. He did, but only as a band conductor and without indulging in acting activities. Hereafter guest band leaders will have to join AFRA if they act or sing on the air, George Heller, New York, executive secretary of AFRA, declared.

Lohnes Recovering

HORACE L. LOHNES, member of the Washington law firm, Dow, Lohnes & Albertson, is recovering from infection of the feet which had him hospitalized. Mr. Lohnes left Doctors' Hospital, Washington, Jan. 6 and is recuperating at his country home in Virginia. He was in his office briefly last Tuesday. Mr. Lohnes plans a rest in Florida next month after completing medical treatment.

Competition Guards American Radio Against Misuse—Wills

COMPETITION provides the safeguard to the American system of radio and should protect the medium against its possible misuse by demagogues, in the opinion of FCC Commissioner William H. Wills, former governor of Vermont.

Mr. Wills

Amplifying views expressed in a radio talk he gave recently while "riding the circuit" to conduct hearings on broadcast applications, Comm. Wills told BROADCASTING last week he believes strongly in the importance of keeping radio free from any domination —whether government or private. Mindful of the use of radio by Hitler in rising to power, he is concerned that the tremendous appeal which television makes possible will not become an influence for evil.

Although he has been a member of the Commission but six months, Mr. Wills is no stranger to radio. As Governor of Vermont he broadcast extensively to acquaint the people of the state with the activities of the state government. During his four years in office, a series entitled *Your State Government* was carried weekly over WEVD Waterbury, Vt., and the Governor participated in about 90% of the programs. Just as he employed the radio to bring the state government closer to the people of Vermont, Comm. Wills spoke over WGY Schenectady on Dec. 28 to share with his listeners some of the matters which have come to his attention since joining the Commission.

Speaking of the new developments in FM and television, Mr. Wills asked: "Will these new means of broadcasting weave themselves into the fabric of our home and family life . . .? Will young and old, farm folk and city folk, businessmen . . . and isolated rural families . . come to rely on FM and television as they now depend upon standard broadcasting for so much of their information and enjoyment?"

The answer, the Commissioner suggested, "will depend in no small measure upon equality of the program service which these new broadcast media will provide. If they are sensitive to the needs and wants of the local community; if they make available locally outstanding news and entertainment features from all over the world; and if they provide those special services for children, for rural listeners who are peculiarly dependent on radio, and for other minority listeners, FM and television can become even more significant a feature of our daily life than standard broadcasting is at present."

Tremendous Possibilities

Touching on "the tremendous possibilities inherent in these new means of broadcasting," Mr. Wills said: "In the United States, we have sought to avoid the domination of broadcasting by Government or any individual or group of private individuals. We seek our protection from the misuse of radio through the maintenance of competition. By dispensing the control of American broadcasting as widely as possible among as many divergent groups and individuals as possible, we hope that no power can arise to misuse American broadcasting as broadcasting has been misused abroad."

Comm. Wills pointed to program expansion possibilities through television, especially the advantages to the advertiser in displaying and demonstrating his product and to the artist in projecting his personality to the audience. "But over and above this," he said, "television can be of tremendous value in the functioning of our democracy . . .

"Suppose . . . that the television camera could actually be taken into the crowded slum areas, or show us the river which if harnessed might bring more electric power, or make us eye-witnesses of events in Europe and the Far East. Certainly, we can hope that television, if it makes available in this way an extension of the area about which we have first-hand knowledge, can do much to make us a better informed people and thus a people better able to govern ourselves wisely."

Comm. Wills emphasized that in setting the pattern of FM and television "which will determine their course for a generation to come," the Commission's function "is that of a licensing agency exclusively." But in selecting licensees of stations and formulating rules of operation, he said, "we are of necessity establishing the terms and conditions under which service to the public is rendered. It is a heavy responsibility, and I can assure that it is a responsibility which the Commission fully appreciates."

The address was Mr. Wills first since he assumed office as a member of the Commission.

No Encyclopedia

THERE aren't any, the U. S. Census Bureau has told over a hundred firms and individuals who have written for a copy of a new "agricultural encyclopedia." Requests stemmed from a story in the Oct. 29 BROADCASTING that the bureau's tabulation of the 1945 farm census is providing an "encyclopedia of facts about the nation's agriculture." A previous story had indicated that a "gold mine" of facts would be available but the bureau states it has received no requests for gold mines.

WJHP Air Study Course For Teen-Agers Expands

EXPANSION of a novel course of broadcasting study conducted by WJHP Jacksonville, Fla. for teenagers is contemplated this year. In 1945 WJHP had as many as 150 youngsters enrolled in the course, which includes studies in the history of radio, an introduction to radio management, engineering, scripting, salesmanship, programming, announcing, acting, music and production.

In the near future WJHP plans to start weekly "career-maker" shows to be written and produced by the students. To augment the current classes of instruction the station will soon add an extension course. Idea to give juveniles free radio training belongs to Ted Chapeau, station manager, who began the study courses a year ago. The courses are taught by members of the station's staff.

A DISPLAY of new developments in high speed international radio communications systems, including a radio-telegraph printer system in actual operation will be conducted by Press Wireless Mfg. Corp. and Press Wireless Inc. at the winter meeting of the Institute of Radio Engineers, Jan. 23-26 at Hotel Astor, New York.

Media

(*Continued from page 15*)

reading families for the advertiser.

Average cost of a half-hour network program is $10,500 for time and $5,500 for talent, or a total of $16,000 compared with $26,377 for space only for the newspaper ads, he stated, pointing out that discounts offered by some 30 of the newspapers had not been figured but would probably be offset by the costs of preparation of the ads. When these costs are applied to the total numbers of families reached, radio's costs are $5.30 a thousand families and newspapers $8.28 a thousand families.

More for Less

Citing figures presented by the American Assn. of Newspaper Representatives on the 16 lowest cost newspaper ads, ranging from 61 cents a thousand families for a Wheaties ad to $4.30 a thousand for a Beechnut ad, with an average of $2.65 a thousand for the 16, Mr. Smith declared that it was unfair to compare these individual ads, taken from single papers, with the highest rated Hooper programs as these ratings are a national average, with higher and lower ratings in individual cities. Instead, using Hooper city ratings as a source, he showed that in Omaha *Women in White* reached a thousand homes for a cost of 52 cents for time and talent, in Minneapolis *Ma Perkins* reached a thousand homes for 54 cents and so on up to $2 a thousand homes for Bing Crosby in Buffalo.

With 16 low-cost programs averaging $1.06 per thousand homes as a third newspaper-radio comparison, the presentation contrasted average network program costs with newspaper national advertising costs in a number of cities, using Hooper city reports for radio and the Continuing Study of Newspaper Reading for papers. Costs per thousand families in Pittsburgh were $1.36 for radio, $10.38 for newspapers; in Providence the ratio was $4.25 to $9.51; in Columbus, $4.15 to $13.73; in Minneapolis, $2.65 to $9.60; in Louisville $2.80 to $4.61; in Cincinnati $1.05 to $6.90. Admitting that the biggest stations had been used in most cases, Mr. Smith said that with smaller stations the gap between newspapers and radio costs might have been narrowed but not closed and he emphasized that in city after city the national advertising cost is favorable to radio.

Women's Magazines

Turning to women's magazines, Mr. Smith said that if the gross circulations of *Woman's Home Companion, Ladies Home Journal, McCalls* and *Good Housekeeping* were added and applied to the total U. S. families, assuming no duplicate circulation within families, they would reach 40.2% or 13,754,658 families compared with the 28,135,000 families reached by network radio. At an average cost of $42,923 a page, arrived at by averaging black-and-white and color rates in the proportion of each type of ad in the magazine and adding 10% for cost of preparation and an average readership of 43%, women's magazines cost the advertiser $7.20 a thousand families against radio's $5.30 per thousand families.

A similar comparison of the national weekly magazines *Life, Liberty, Saturday Evening Post* and *Colliers*, with a combined gross circulation of 11,323,024, an average page cost of $37,750 and an average readership of 38%, shows the cost of these magazines at $8.75 a thousand homes, 65% higher than radio.

Mr. Smith reiterated that cost alone is not the only consideration in buying advertising nor radio's only advantage as a medium. But, he concluded, "on a pure cost basis, radio does get you off to a bit of a head start."

Frank E. Pellegrin, NAB director of Broadcast Advertising, spoke before the San Francisco Advertising Club Wednesday noon in the first of a series of such presentations to be made on the district meeting tour.

Rorke Gets Award For Army Service

Gen. Arnold presents Legion of Merit to Col. Rorke.

LT. COL. HAROLD B. RORKE, now Chicago radio manager for J. Walter Thompson Co., Dec. 17 was awarded the Legion of Merit by Gen. H. H. Arnold, the War Dept. announced last week. He was cited "For exceptionally meritorious conduct in the performance of outstanding services . . . as executive officer and deputy for the Chief of the Army Air Forces Public Relations Agency. Col. Rorke, because of his high professional qualifications, great tact, sound judgment and unusual initiative, made a memorial contribution to the high regard in which the people of the U.S. hold the Army Air Forces.

"He conceived, initiated and produced the radio program *America in the Air* which was broadcast over all Columbia Broadcasting System outlets weekly from 1942 to the end of the war . . ." Prior to Army service, Col. Rorke was CBS assistant director of publicity.

Places Wine Account

FRANZIA BROS., Ripon, Cal. (Franzia Wines), has appointed Brisacher, Van Norden & Staff, San Francisco, to handle advertising. Initial plans include spot radio in approximately a dozen markets.

Applications Designated for Hearing Will Be Dismissed Without Prejudice

BROADCAST applications designated for consolidated hearing will henceforth be dismissed without prejudice, subject to reinstatement, when removal is requested from the hearing docket to propose future amendments, under a new procedure adopted last week by the FCC.

The Commission explained that in several recent cases applicants have sought removal from the hearing docket by proposing future amendments as to frequency. In these cases, it added, the applicants requested leave to specify the frequency desired and to submit amendments at an indefinite future time.

The Commission said that while it is cognizant of difficuties confronted by applicants in securing engineering data for preparing amendments, the situation presents a problem "inasmuch as Section 1.352 of the Rules provides that applications shall be specific as to frequency, power, hours of operation, and related matters, and furthermore, orderly procedure requires that applications and pleadings with respect thereto be definite in detail and relief sought."

The Commission accordingly, as of Dec. 29, 1945, adopted the following procedure governing such cases:

When a broadcast applicant seeks removal from the hearing docket by proposing an amendment as to frequency or other matter substantially affecting the issues in the proceeding in which he is involved, and is unable concurrently to specify and submit the desired amendment, his application shall be dismissed without prejudice, subject to the right of reinstatement within a reasonable time. In any proper case of this kind where dismissal without prejudice has been allowed, the application involved will be reinstated upon the filing of a proper petition, accompanied by the amendment necessary to complete the application.

AFFILIATES OF ABC MEET IN NEW YORK

STATION Advisory Committee of ABC held its regular quarterly meeting last Thursday and Friday, at the Waldorf-Astoria in New York, under the chairmanship of H. Allen Campbell, general manager, WXYZ Detroit.

Attending the meeting were Roger Clipp, WFIL Philadelphia, newly elected representative to the committee; Jack Gross, KFMB San Diego, also elected to the committee; Harold Hough, KGKO Fort Worth, reelected to the committee; C. T. Hagman, vice president WTCN Minneapolis, reelected W. D. Pyle, president KVOD Denver; W. C. Bochman, manager, WCOS Columbia, S. C. Newly and reelected members of the Station Advisory Committee will serve for a period of two years.

PRESENTING

WPIK

730 KC

NOW ON THE AIR

Serving

Northern Virginia & Greater Washington

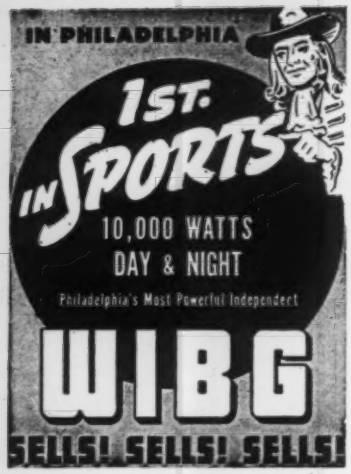
FROM SUNRISE TO SUNSET

with

Good Family Listening!

Joseph H. McGillvra
National Representative

Studios:
Hotel George Mason
Alexandria, Va.



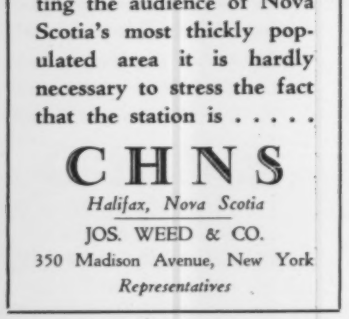
TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

WJHP
Jacksonville, Fla.



BUY
What Jacksonville's Homes Prefer!
IT'S MUTUAL, NOW!
Represented by
JOHN H. PERRY ASSOCIATES

OVER
160,000
Radio Homes
of the
4th Richest State
Now Within
WMOH
0.5 MV/M
HAMILTON, OHIO

FM Hearing

(Continued from page 18)

No. 6651) to hold the hearing was mailed out to several hundred FM and television broadcasters, equipment manufacturers, and other interested parties. While the deadline for filing appearances had been set at Jan. 14, few notices had been received up to Friday when BROADCASTING went to press. It was expected, however, that the hearing will be well attended, with broadcasters coming to Washington for the clear channel hearings, Jan. 14-18, staying over for the proceedings.

Hearing Preview

Something in the nature of a preview of the FM hearing will be given tonight (Monday) at the monthly meeting of the Washington section of the Institute of Radio Engineers. Edward J. Allen Jr., of the FCC Engineering Dept., and C. W. Carnahan, of the Zenith Research Dept., both of whom are to testify at the hearing, will present results of the Deerfield and Andalusia tests. The meeting will be held at the Potomac Electric Power Co. auditorium, 10th & E, N.W.

The Commission's order calling the hearing, according to Comdr. E. F. McDonald Jr., Zenith president, was based on new data which was not available when the decision placing FM in the high band was made last June. In a statement following the issuance of the order, Comdr. McDonald said this data was not reported in full to the Commission until Dec. 28. The FCC order was issued Jan. 4.

Comdr. McDonald stated that in response to a request last May by the Commission, Zenith made comparative tests of the high and low bands in the Midwest with similar tests conducted simultaneously by the Commission between New York and Andalusia, Pa. An elaborate testing and calibrating station was set up at Deerfield, Ill., to check reception from the *Milwaukee Journal* transmitting station WMFM, he explained.

"The findings in these new tests," he said, "indicate that FM transmitters operating in the 100 mc band, while rendering good service to a limited area, will satisfactorily cover only 40% of the area which could be covered by a similar transmitter of identical power in the 50 mc band. This means that the majority of the rural population of the U. S. would be deprived of static-free FM service if FM were confined exclusively to the 100 mc band.

"Favorable action on our petition will not only give FM service to rural areas but will also preserve the large investment the public already has in receivers that function only in the 50 mc band. It will also provide 40 additional channels which can accommodate from 500 to 1,000 additional FM stations. The Commission already has more applications for FM stations than it has frequencies in the 100 mc band.

"In congested Area No. 1, extending from northern Massachusetts to Washington, D. C., there exist conflicting problems which do not prevail in the balance of the U. S. Community television stations giving a radius of eight miles may desire to operate in this geographical area although, so far as we know, there are, at present, no applications on file for such permits. Some exceptions in the No. 1 area by which community television could be accommodated therefore may be necessary."

Objection Is Filed by Law Firm To FCC Station 'Auction' Plan

CONTENDING that the open-bidding procedure should not apply to station transfers from an executor or administrator to the legatees and heirs, the law firm of Segal, Smith & Hennessey last week filed with the FCC an objection to the Commission's proposed "auction" policy for transfers and assignments.

The Commission meanwhile extended for 30 days its Jan. 15 deadline for filing briefs and requests for oral argument on the proposed regulation, Sec. 1.383, which would require public advertisement of transfers and assignments, followed by a 60-day waiting period for other bids on the same terms [BROADCASTING, Dec. 24].

The request for extension was made by NAB, which is preparing a brief objecting to the rule. Several other briefs in opposition also were reported in process of preparation.

Oral Argument

It was considered likely that oral argument would be heard sometime in March, before the Commission en banc.

The brief and request for hearing filed by Segal, Smith, & Hennessey, signed by Paul M. Segal, was submitted in behalf of Sioux Falls Broadcast Assn. Inc. and Ruth Henkin and Morton H. Henkin as executors of the estate of the late Joseph Henkin and as his heirs and legatees.

Before his death last Oct. 2, Joseph Henkin owned a majority interest in Sioux Falls Broadcast Assn. Inc. The corporation is licensee of KSOO and KELO Sioux Falls but the FCC has ruled it must dispose of one of the stations by March 25 [BROADCASTING, Nov. 19]. Meanwhile, the stations are operating under temporary authorization.

The brief's opposition centers on the following portion of the proposed regulation: "This section, however, shall apply to an assignment or transfer from an executor or administrator to heirs, trustees or third persons . . . ." The brief's contentions:

(1) Public interest is adequately safeguarded otherwise, without submitting the executors to compliance with the "auction" procedure; (2) the objectionable provision is inconsistent with other portions of the proposed regulation and with its general intent; (3) compliance would be "impossible"; (4) the proposed regulation exceeds the Commission's powers and (5) violates the Due Process Clause of the Fifth Amendment to the Constitution.

In his will, it is pointed out, Mr. Henkin made certain specific bequests and then left the rest of his estate to his son, Morton Henkin, who with Ruth Henkin was named executor.

'In Public Interest'

"When the time comes . . . the executors will make proper application for the Commission's consent to the transfer of control of the station licensee," the brief asserts. "Under Section 310(b) of the Communications Act, the Commission can give that consent only if it decides that the transfer is in the public interest. . . . At all times the Commission will have full control over the public interest aspects of the license. It is not necessary, therefore, for the executors to invite the general public to bid on the estate's stock out of any consideration for the public interest."

The brief also maintains it would be impossible in this case for "third parties" to bid for control of the license on the same "terms and conditions" since the "terms and conditions" are "simply that the heirs are named in the will." If a third person set a price, the heirs could afford to exceed it because "any money they paid would go into the estate, to which they are entitled in any event."

Since the will confers no power of sale upon the executors, the brief contends "they are without power under the laws of their state to transfer the stock to any one other than the named heirs" and "any transfer to a third person would be a malfeasance subjecting them to liability."

It is pointed out that Sec. 310(b) gives the FCC a "yes" and "no" power over specific applications but "neither expressly nor impliedly gives the Commission power to modify the transferor's proposal." While the FCC may refuse to approve a transfer because it is not in the public interest, the brief contends, it may not withhold consent merely because acquisition of the license by some other person might be "more" in the public interest than the original proposal.

Morrow Manages CKPR

T. R. MORROW has been appointed manager of CKPR Fort William, Ont. He formerly was manager of CKGB Timmins, Ont., and account executive at CKEY Toronto and CHML Hamilton.

P&G Tops ABC's List of Sponsors

General Mills, Miles Next; J-W-T Heads Agency List

PROCTER & GAMBLE Co. placed top billing on ABC in 1945 with expenditure of $2,240,537, analysis of the network's sales last year reveals. In 1944 P&G was sixth on the ABC list with $1,456,017. Total ABC billings in 1945 were $40,045,966, against $40,944,629 in 1944.

Second ABC sponsor was General Mills with $2,159,021 against the fifth place figure of $1,726,506 in 1944. Miles Laboratories was third on ABC last year with $1,956,191. The year before Miles was in fourth place with $1,828,699. Kellogg Co. billed $1,678,207 in 1945 to rate fourth place whereas a year ago it was in third place with $2,259,120. Fifth place on ABC in 1945 was taken by Coca-Cola Co. which spent $1,493,370 against $3,720,944 in 1944.

Other ABC sponsors billing over $1,000,000 were Quaker Oats Co. $1,489,247; Swift & Co. $1,483,725; Libby, McNeill & Libby, $1,420,561; Esquire Inc. $1,176,187; Westinghouse Electric Corp. $1,148,557; Philco Corp. $1,144,236; Ford Motor Co. $1,055,915.

Agency Leaders

Top-ranking agency in 1945 time placements was J. Walter Thompson Co. with $4,540,394, which also led the list in 1944 with $6,100,528. Compton Adv. placed $2,309,467 to attain second place. A year ago Compton placed $3,224,157 on ABC. Third in 1945 was Kenyon & Eckhardt with $2,248,536, up from a fourth place total of $2,259,120 the year before. BBDO was fourth in 1945, having billings of $2,082,855 compared to only $430,616 in 1944. Young & Rubicam placed $2,042,573 last year against sixth place total of $1,731,605 the year before.

Other agencies placing over $1,000,000 were Wade Adv. Agency $1,956,191; Warwick & Legler $1,598,187; Dancer, Fitzgerald & Sample $1,530,292; D'Arcy Adv. $1,493,370; McCann-Erickson $1,486,130; McFarland, Aveyard & Co. $1,287,844; Schwimmer & Scott $1,176,187; Benton & Bowles $1,146,600; Hutchins $1,144,236.

January was the best ABC month, billings totaling $3,868,076.

Top industry group buying ABC time in 1945 was the food and food beverage figure of $12,450,650.

Gross American Broadcasting Co. sales for 1945 follow:

MONTHS	
January	$ 3,868,076
February	3,392,336
March	3,699,248
April	3,224,426
May	3,609,944
June	3,008,970
July	2,823,147
August	2,701,733
September	2,982,867
October	3,593,027
November	3,585,259
December	3,556,933
TOTAL	$40,045,966

AGENCIES	
J. Walter Thompson Co.	$ 4,540,394
Compton Adv.	2,309,467
Kenyon & Eckhardt	2,248,536
Batten, Barton, Durstine & Osborn	2,082,855
Young & Rubicam	2,042,573
Wade Adv. Agency	1,956,191
Warwick & Legler	1,598,187
Dancer, Fitzgerald & Sample	1,530,292
D'Arcy Adv.	1,493,370
McCann-Erickson	1,486,130
MacFarland Aveyard & Co.	1,287,844
Schwimmer & Scott Adv.	1,176,187
Benton & Bowles	1,146,600
Hutchins Adv. Co.	1,144,236
Sherman & Marquette	891,921
Lennen & Mitchell	851,622
Aubrey, Moore & Wallace	737,680
Foote, Cone & Belding	713,726
Knox Reeves Adv. Co.	679,865
Walker & Downing	668,241
Wm. Esty & Co.	646,663
N. W. Ayer & Son	636,648
Sherman K. Ellis	597,326
Doherty, Clifford & Shenfield	570,443
Grant Advertising	475,102
Small & Seiffer	433,166
Hazard Advertising Co.	390,689
H. W. Kastor & Sons Adv. Co.	367,447
Geyer, Cornell & Newell	341,530
Leo Burnett Co.	323,874
Burton Brown Adv.	323,412
Tracy-Locke Co.	298,350
Hill Blackett & Co.	284,729
Raymond Spector Co.	275,352
Buchanan & Co.	268,607
Maxon Inc.	262,892
Alfred J. Silberstein—Bert Goldsmith	219,477
Pacific Natl. Adv. Agency	214,159
Charles Dallas Reach Co.	210,912
Ivey & Ellington	205,625
McJunkin Advertising Co.	203,869
Fuller & Smith & Ross	192,240
Keeling & Co.	186,392
J. M. Mathes Inc.	164,306
Donahue & Coe	137,662
J. D. Tarcher & Co.	122,843
A. W. Lewin Co.	109,664
M. H. Hackett Co.	90,110
Henry Souvaine Inc.	87,384
Arthur Kudner Inc.	62,061
Garfield & Guild Adv.	55,480
Tucker Wayne & Co.	50,320
Biow Co.	46,668
Charles H. Sheldon Adv.	46,245
Roche, Williams & Cleary	43,578
Street & Finney	43,424
Duane Jones Co.	42,638
Brisacher Van Norden & Staff	41,008
U. S. Advertising Corp.	39,000
Clements Co.	37,896
St. Georges & Keyes	37,690
Huber Hoge & Sons	34,755
Wiltman & Pratt	34,428
Wm. H. Weintraub & Co.	32,464
Ruthrauff & Ryan	31,393
Dorland International—Pettingell & Fenton	21,447
Erwin, Wasey & Co.	20,654
Barton A. Stebbins Adv. Agency	17,160
Trade Development Corp.	16,761
A. E. Brooks Adv. Agency	16,086
H. B. Humphrey Co.	12,440
Mayers Co.	11,442
Rhoades & Davis	8,974
Evans Associates	7,530
John Barnes Agency	4,680
Glasser-Galley & Co.	1,770
Campbell-Mithum	1,184
TOTAL	$40,045,966

ADVERTISERS	
Procter & Gamble Co.	$ 2,240,537
General Mills	2,159,021
Miles Laboratories	1,956,191
Kellogg Co.	1,678,207
Coca-Cola Co.	1,493,370
Quaker Oats Co.	1,489,247
Swift & Co.	1,483,725
Libby, McNeill & Libby	1,420,561
Esquire Inc.	1,176,187
Westinghouse Electric Corp.	1,148,557
Philco Corp.	1,144,236
Ford Motor Co.	1,055,915
Reader's Digest Assn.	959,728
Curtis Publishing Co.	868,796
Andrew Jergens Co.	851,622
General Foods Corp.	823,539
Allis-Chalmers Mfg. Co.	807,452
Bristol-Myers Co.	725,062
Lehn & Fink Products Corp.	646,663
Larus & Brother Co.	623,958
Mail Pouch Tobacco Co.	580,548
Borden Co.	558,896
Charles E. Hires Co.	557,429
Williamson Candy Co.	551,694
Serutan Co.	550,144
Equitable Life Assurance Soc. of U. S.	488,037
Raytheon Production Corp.	487,718
Hall Brothers	462,930
D. L. Clark Co.	456,268
Carter Products	433,166
Nat'l Board of Fire Underwriters	419,048
Prudential Life Insurance Co.	408,078
American Cyanamid	390,689
U. S. Steel Corp.	372,815
Welch Grape Juice Co.	367,447
Time Inc.	367,404
George W. Luft Co.	365,163
Nash-Kelvinator Corp.	341,530
American Meat Institute	323,874
Pacific Coast Borax Co.	321,932
Pharma-Craft Corp.	318,813
Dr. Pepper Co.	298,350
Wander Co.	284,729
Standard Brands	277,944
Gillette Safety Razor Co.	262,892
Owens-Illinois Glass Co.	257,712
Texas Co.	236,561
Botany Worsted Mills	219,477
L. E. Waterman Co.	210,912
Sweets Co. of America	205,625
Mars Inc.	200,310
Fisher Flouring Mills Co.	198,556
Aluminum Co. of America	192,240
Hastings Mfg. Co.	186,392
O'Cedar Corp.	185,986
Elgin National Watch Co.	167,448
Chef Boy-Ar-Dee Quality Foods	164,747
B. F. Goodrich Co.	155,499
Wildroot Co.	155,013
Armour & Co.	142,148
Grove Laboratories	137,662
Ward Baking Co.	125,944
McKesson & Robbins	122,843
Sherwin-Williams Co.	112,281
Harvel Watch Co.	109,664
Lockheed Aircraft Corp.	108,648
Chatham Mfg. Co.	90,110
Army-Navy-Red Cross Series	87,384
U. S. Army	72,219
American Iron & Steel Institute	70,823
Lear Inc.	62,061
Falstaff Brewing Corp.	51,136
Scripto Mfg. Co.	50,320
Eversharp Inc.	46,668
John H. Breck Inc.	46,245
Hunt Foods	44,734
Raymond Laboratories	43,578
Foster-Milburn Co.	43,424
Peter Paul Inc.	41,008
Wilson Sporting Goods	39,000
General Baking Co.	37,896
Benjamin Moore & Co.	37,690
Manhattan Soap Co.	35,874
William Wise & Co.	34,755
Congress of Industrial Orgs.	34,428
H. Fendrich Inc.	31,393
Gum Laboratories	32,148
Rainier Brewing Co.	32,046
Frank H. Lee Co.	32,464
Safeway Stores	29,054
Chemicals Inc.	28,096
Kellogg Co.	27,948
Guittard Chocolate Co.	27,384
Pinaud Inc.	21,447
S. A. Moffett Co.	20,654
Cummer Co. Div., Stering Drugs	18,036
Signal Oil Co.	17,160
Club Aluminum Products Co.	16,761
Bekins Van & Storage	16,086
Soil-Off Mfg. Co.	15,641
Wash. Coop. Egg & Poultry	15,603
Christian Science Pub. Soc.	12,440
Mentholatum Co.	11,918
Food Machinery Corp.	11,442
Washington State Apple Com.	9,086
Dr. Earl Sloan Inc.	8,748
Denalan Co.	8,118
Batavia Metal Products Co.	7,530
Comfort Mfg. Co.	6,974
Iodent Chemical Co.	6,764
Zukor's Inc.	4,680
Bu-Tay Products Co.	1,770
American Dairy Assn.	1,184
Corley Diet Food Co.	856
Standard Oil of Cal.	402
TOTAL	$40,045,966

INDUSTRIAL CLASSIFICATIONS	
Food & Food Beverages	$12,450,650
Drugs and Toilet Goods	7,369,346
Stationery and Publishers	4,190,140
Confectionery and Soft Drinks	3,836,202
Laundry Soaps and Housekeepers' Supplies	2,073,476
Automotive Industry	1,739,336
Miscellaneous	1,373,204
Financial and Insurance	1,315,163
Radios, Phonographs and Musical Instruments	1,303,043
Cigars, Cigarettes and Tobacco	1,235,899
Building Materials and Equipment	893,590
Machinery, Farm Equipment and Mechanical Supplies	818,894
House Furniture and Furnishings	497,843
Jewelry and Silverware	277,112
Lubricants, Petroleum Products and Fuel	254,123
Paints and Hardware	149,971
Travel and Hotels	108,648
Wines, Beers and Liquors	83,182
Sporting Goods	39,000
Clothing and Dry Goods	37,144
TOTAL	$40,045,966

DAILY PROGRAMS IN
Italian
Polish
English
German
Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

NEVER A DULL MOMENT
ON
560 kc KSFO 560 kc
UNIVERSAL NETWORK'S
KEY STATION FOR
NORTHERN CALIFORNIA
Mark Hopkins
San Francisco

The Largest
TRANSCRIPTION
LIBRARY
OF
AMERICAN FOLK
MUSIC
M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

WCKY
the 50,000 watt voice of Cincinnati

HORACE N. STOVIN AND COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

630 KC.
5000 WATTS FULL TIME
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
AMERICAN BROADCASTING COMPANY

Mutual Gross Exceeds $20,000,000

Billings Last Year Up More Than Million; Semler Leads

MUTUAL gross billings in 1945 were $20,637,362, an increase of $1,103,712 over 1944, figures released last week show. R. B. Semler Inc., manufacturer of Kreml products, topped the list of individual sponsors, spending $1,713,953 on MBS. Semler ranked second in 1944, with gross billings on MBS of $1,145,708.

Coca-Cola Co., which switched its *Spotlight Bands* from ABC to MBS last year, ranked second in billings with a total of $1,286,571. Ralston Purina Co. was third, spending $1,093,171, with Sinclair Refining Co. fourth at $1,043,899. Sinclair ranked first in 1944, spending $1,301,917.

Procter & Gamble Co., Cincinnati, radio's largest single sponsor, used Mutual last year for the first time, with gross billings of $4,037.

Erwin, Wasey & Co. placed more business with Mutual than any other agency. Gross was $2,961,043. Same agency led in 1944 with $2,406,501 gross billings. Hixson-O'Donnell Adv. ranked second (its position in 1944, also) with $1,368,203 in billings. In 1944 the Hixson-O'Donnell gross was $1,301,917. Agency showing greatest increase in Mutual billings over 1944 was D'Arcy which placed $1,286,571 in 1945 as compared to $15,781 in 1944.

Two other agencies placed business totaling more than $1,000,000 in 1945. Gardner Adv. Co.'s billings aggregated $1,093,171 and Kenyon & Eckhardt's $1,083,463. J. Walter Thompson Co.'s MBS accounts increased from $277,961 in 1944 to $863,256 last year.

MBS 1945 billings by agencies follow:

Erwin, Wasey & Co.	$ 2,961,043.38
Hixson-O'Donnell Adv.	1,368,203.27
D'Arcy Adv. Co.	1,286,571.16
Gardner Adv. Co.	1,093,171.68
Kenyon & Eckhardt	1,083,463.87
J. Walter Thompson Co.	863,256.88
Neal D. Ivey Co.	767,791.93
Ruthrauff & Ryan	663,110.72
Arthur Meyerhoff & Co.	646,711.80
Grant Advertising	637,106.67
Wm. H. Weintraub & Co.	587,897.93
Dancer-Fitzgerald-Sample	586,708.84
Maxon Inc.	569,753.68
Calkins & Holden	464,205.10
Stanley G. Boynton Adv.	459,524.93
Raymond R. Morgan Co.	454,003.35
Young & Rubicam	410,645.04
Bermingham, Castleman & Pierce	396,561.92
H. B. Humphrey Co.	346,552.49
Gotham Adv. Co.	319,477.00
Henri, Hurst & McDonald	284,997.86
Donahue & Coe	278,343.20
Wade Adv. Agency	277,349.00
Hill Blackett & Co.	257,024.48
G. C. Hoskin Associates	253,560.91
Walker & Downing	252,149.60
Ted Bates Inc.	250,952.15
R. H. Alber Co.	244,675.77
Caples Co.	224,970.33
St. Georges & Keyes	212,825.40
Federal Adv. Agency	191,368.00
L. W. Ramsey Co.	166,113.00
McJunkin Adv. Co.	152,265.35
Al Paul Lefton Co.	145,108.08
Leo Burnett Co.	130,845.32
Buchanan & Co.	118,752.47
Weiss & Geller	117,176.00
Ivey & Ellington	116,346.06
Emil Mogul Co.	112,596.00
Benton & Bowles	108,741.90
Olian Adv. Co.	101,688.00
Clements Co.	89,659.70
N. W. Ayer & Son	87,033.76
Roche, Williams & Cleary	77,649.90
Raymond Spector Co.	75,509.25
Geyer, Cornell & Newell	61,738.24
Warwick & Legler	52,029.00
U. S. Adv. Co.	43,423.97
Kudner Agency	34,924.40
Russel M. Seeds Co.	32,478.33
Makelim Associates	26,787.15
Weston-Barnett	26,267.93
Morse International	13,860.00
George H. Hartman Co.	12,676.40
Smith, Bull & McCreery	10,749.00
Marschalk & Pratt	8,317.50
Schwimmer & Scott	7,902.75
Foote, Cone & Belding	4,788.00
Compton Adv.	4,037.00
John C. Dowd Inc.	2,600.00
BBDO	1,320.00
GRAND TOTAL	$20,637,362.80

MBS 1945 sponsor billings follow:

R. B. Semler Inc.	$ 1,713,953.23
Coca-Cola Co.	1,286,571.16
Ralston Purina Co.	1,093,171.68
Sinclair Refining Co.	1,043,899.27
Kellogg Co.	911,140.67
Bayuk Cigars Inc.	884,137.99
Zonite Products Corp.	701,077.93
Pharmaco Inc.	669,002.32
Mutual Benefit Health & Accident Assn.	646,711.80
Whitehall Pharmacal Co.	586,708.84
Gillette Safety Razor Co.	569,753.68
Seven-Up Bottling Co.	525,933.73
Stokely Brothers & Co.	464,205.10
Knox Co.	454,003.35
Serutan Co.	437,854.91
Conti Products Inc.	364,809.92
Helbros Watch Co.	354,277.63
Barbasol Co.	331,891.99
Richfield Oil Corp.	324,304.00
Employer's Group Ins. Co.	321,540.49
Lutheran Laymen's League	319,477.00
Lin-X (formerly Acme White Lead & Color Works)	284,997.86
Beaumont Co.	278,343.20
Miles Laboratories	277,349.00
Reichhold Chemicals	274,761.01
Radio Bible Class	264,231.89
Petri Wine Co.	264,040.04
Voice of Prophecy	253,560.91
Allegheny Ludlum Steel Corp.	252,149.60
Carter Products	250,952.15
Gospel Broadcasting Assn.	244,675.77
Frank H. Lee Inc.	230,828.30
Union Pacific Railroad	224,970.33
Young People's Church of the Air	214,120.23
Revere Copper & Brass	212,825.40
Wesley Radio League	195,293.04
General Cigar Co.	192,502.83
American Safety Razor Corp.	191,368.00
Chesapeake & Ohio Railway	172,323.20
Wander Co.	169,140.48
F. W. Fitch Co.	166,113.00
Goodyear Tire & Rubber Co.	146,605.00
Duffy Mott Co.	145,108.08
Textron Inc.	144,820.35
Lumbermens Mutual Casualty Co.	130,845.32
Gum Laboratories Inc.	129,186.30
Formfit Co.	118,752.47
Rensie Watch Co.	117,176.00
Clipper Craft Clothes (formerly Trimount Clothing Co.)	112,596.00
General Foods Corp.	108,741.90
Lewis Howe Co.	101,688.00
E. J. Brach & Sons	87,884.00
U. S. Army Recruiting Service	87,033.76
Delaware, Lackawanna & Western Coal Co.	83,768.10
G. N. Coughlan Mfg. Co.	77,649.90
Berkshire Knitting Mills	61,738.24
George W. Luft Co.	52,029.00
Carey Salt Co.	49,866.20
Wilson Sporting Goods Co.	43,423.97
General Motors Corp.	34,924.40
Miss Swank Inc.	34,544.00
Grove Laboratories	32,478.33
American Bird Products	26,267.93
Waltham Watch Co.	25,012.00
Vick Chemical Co.	13,860.00
Hartz Mountain Products	12,676.40
Shipstad & Johnson	10,629.00
Standard Oil Co. of N. J.	8,317.50
Wurlitzer Co.	7,902.75
Table Products Inc.	4,788.00
Procter & Gamble Co.	4,037.00
Boston Globe	2,600.00
Household Finance Corp.	1,320.00
Ice Capades Revue	120.00
GRAND TOTAL	$20,637,362.80

HARRY WOLFE DIES AT 73 IN COLUMBUS

HARRY PRESTON WOLFE, 73, whose family interests own WBNS Columbus, O., and its FM-facsimile adjunct, WELD, died Thursday at his home in Columbus following a long illness. He was buried Saturday.

Born in Cumberland, O., April 26, 1872, Mr. Wolfe started his business career as a newsboy and lamplighter and rose to become a powerful financial figure in Ohio. He was a banker, farmer and manufacturer; president and publisher of the *Columbus Dispatch*, vice president of the *Ohio State Journal*, both of which he and his late brother, Robert F. Wolfe, purchased in the early part of the century.

Mr. Wolfe is survived by three sons, Richard S., executive of WBNS and assistant to the president of the *Dispatch;* H. Preston, *Dispatch* associate editor, and Robert H., vice president and general manager of the *Dispatch*. Each son owns 24% of WBNS. Edgar T. Wolfe, WBNS board chairman and president-publisher of the *Ohio State Journal*, is a son of the late Robert F. and nephew of Harry P. Wolfe.

NOE FACES CHARGE OF JURY TAMPERING

JAMES A. NOE, owner of WNOE New Orleans and KNOE Monroe, La., was under indictment with three others last week on a charge of tampering with the jury in an income tax evasion trial.

A Federal grand jury in New Orleans brought the indictment Jan. 3 against Mr. Noe, former Louisiana governor; State Senator Joe T. Cawthorn, and Marcel F. LaBranche. Bond was set at $5,000 for each defendant.

The grand jury's true bill charged the defendants conspired with three others, not named in the indictment, to obstruct the administration of justice and that it was the part of Mr. Noe to persuade one of the jurors to render a favorable verdict for William T. Burton, Lake Charles oil man, in a recent trial on charges of trying to evade payment of income taxes. Mr. Burton was tried in 1943 and again last June, both trials resulting in mistrials.

Return to WFMJ

WITH demobilization of armed forces six veterans return to staff of WFMJ Youngstown, O. Those back are Ken McClure and Leonard Nasman, sales staff, and Frank Butler and Jay Miltner, announcers. Robert Harnack resumes script duties Jan. 21 and William Hershberger, engineer, returns Feb. 15.

Local Color

WIS Columbia, S. C., has started series of programs, "Palmetto Landmarks," dealing with places and persons of note in that state. Another new series, "Your State Government at Work," is designed for group listening by high school and adult listeners.

MIXING lunch with mapping of plans for *Shopping With the Missus*, which Carolene Products Co., Litchfield, Ill. (Milnot), started on WBBM Chicago on Jan. 7 [BROADCASTING, Dec. 17], are (l to r) Bob White, account executive, Henri, Hurst & McDonald, Chicago; Bill Jones, radio director, HH&M; Melvin Hauser, advertising and sales promotion manager, Carolene Products Co.; Ernie Shomo, sales manager, WBBM.

NAB Head

(*Continued from page 17*)

on until it has happened. Gradual over-reaching by Government officials makes each progressive step seem less dangerous, more necessary and more a matter of precedent. As each additional step is taken, there is a warm advocate of it in the bureau which is in charge, justifying, explaining and urging further steps. The unorganized public thinks little of the matter, is easily persuaded by the convincing case made by the sponsor of the Government body which is deliberately trying to build itself up, and before long, we find ourselves in the situation against which there has been so much protest during recent years."

Judge Miller also took to task Chairman Clarence Cannon (D-Mo.) of the House Appropriations Committee for supporting BBC state-owned operation and proposing Government ownership of broadcasting, so the Government could get the revenue. This, he said, is no more than "that we should kill the goose that laid the golden egg," since the taxes now paid by radio would be lost to the Government.

Constitution Violation

It is not merely a matter of whether Congress can be persuaded to adopt restrictive legislation providing Government control of radio, Mr. Miller declared. "It is a question whether we are willing to permit a violation of our Federal Constitution."

In summary, Judge Miller said: "In the United States, Governmental control of radio has been in the past and is at present properly limited to a control of its electrical, technical and similar phases. The extent of future control depends upon the wisdom and the capacity of broadcasters to give an ever-improving performance in the public interest and their willingness to keep their own house clean. It depends also upon the understandiing of the American people as to the significance of radio and their eternal vigilance in preserving the constitutional privilege of free speech.

"In Europe the past and present of radio is largely one of government control not only of its technical phases but of its programs as well. Its future will probably continue much the same. The nature, extent and slanting of this control will be determined by the Government in power in each case."

Miller

(*Continued from page 17*)

Angeles, 16th district director, presided over the two-day session Monday and Tuesday, held at the Hollywood Roosevelt, and attended by approximately 100 broadcasters, including several board members who had remained after the NAB board meeting the previous week. Mr. Ryan, breaking a district precedent, was reelected to another two-year term by unanimous vote. He also has been elected a member of the NBC planning and advisory committee for this year.

Judge Miller advocated careful planning by the association, and made a strong plea for unity in all of its actions. He stressed the importance of the Washington front, but also urged greater attention to West Coast activities—a recommendation which crystallized in the establishment of a Los Angeles office with Robert C. Coleson, now West Coast deputy director for Treasury-Advertising Council, as West Coast manager (See story page 74). He takes over Feb. 1, but will continue to handle network allocations for the Advertising Council.

At the Los Angeles session a strongly worded resolution was adopted urging the NAB to petition Congress to decree standard time on a uniform basis throughout the country, as was the case during the war years, and which resulted in the easing of the prewar burden of twice-a-year program shifting. A supplemental proposal that the West Coast adopt daylight saving time was dropped.

Other resolutions, brought in by a committee comprising Marion Harris, KFSD San Diego; Larry W. McDowell, KFOX Long Beach, and C. Merwin Dobyns, KGER Long Beach, commended the NAB board in electing President Miller, pledged continued support to the NAB, and expressed thanks to Director Ryan for arranging and conducting the meeting.

Accompanying Mr. Miller on the Pacific Coast swing from Washington headquarters were C. E. Arney Jr., secretary-treasurer; Frank E. Pellegrin, director of Broadcast Advertising, and E. M. Kirby, public relations counsellor.

In his maiden talk to a district meeting, President Miller emphasized seriousness of problems confronting radio. He spoke off-the-record on the music situation and radio regulation. In an "impressionistic overall look at radio," he urged unity, and opposed the viewpoint that networks should be excluded from association membership.

Music Topic

Music was the principal topic Monday, but that likewise was off-the-record. Mr. Ryan said the board at its meeting the previous week had decreed that the over-all music situation was so tense that until the association publicly states its position (presumably after Mr. Miller talks with AFM President Petrillo) there should be no public discussions.

Representatives of the licensing group spoke on their operations—all stemming from creation of BMI six years ago following the ASCAP showdown, and the expiration of ASCAP contracts Dec. 31, 1949. Speakers were Glenn Dolberg, West Coast manager of BMI; Sydney M. Kaye, vice president and general counsel, who organized and spearheaded BMI; Larry Shea, West Coast business manager of ASCAP, and Burt Squire, SESAC West Coast manager.

The fact that no questions were asked the speakers occasioned surprise. The Petrillo situation, covered by President Miller, was not even broached in the subsequent music discussion.

In his hour-long address, Judge Miller gave his impressions of the European inspection by the Broadcast Mission last summer and sounded a warning against broadcasters becoming "too engrossed in their balance sheet."

Mr. Miller said he had sought the reactions of member stations to NAB operations. Replies ranged all the way from "extreme satisfaction" to comments that stations "didn't know what it was all about and wondered why they were members." In the latter category were four stations, while 35 were "happy with the NAB performance," Mr.

(*Continued on page 82*)

In the UTAH *Market*

The POPULAR Station

KDYL

SALT LAKE CITY

UTAH'S NBC STATION

National Representatives JOHN BLAIR & CO.

FOUR TOP MARKETS!

Central Kentucky

WLAP *Lexington, Ky.*

Amarillo

KFDA *Amarillo, Tex.*

The Tri-State

WCMI *Ashland, Ky. Huntington, W. Va.*

Knoxville

WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

THERE'S ONLY 1 STATUE OF LIBERTY *but*

WHN REACHES 2 NEW YORKS!

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN

Dial 1050 50,000 watts

Metro-Goldwyn-Mayer—Loew's Affiliate

Meet Mr. Reddy Cash! FROM EAST TEXAS

"Strike Oil with KFRO!" In the Heart of the World's Largest Oil Fields, KFRO influences Buying Habits of Half Million People.

*Affiliated American and Mutual Networks.

KFRO

LONGVIEW, TEX.

Texas Richest Market

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

WFMJ
SELLS
The Rich Mahoning Valley
Ohio's Third Market at less cost—affiliate of the American Network.
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

WJHL JOHNSON CITY, TENN.
Here's Our Hooper
PERIOD — % OF LISTENERS
MORNING 91.3%
AFTERNOON 91.3%
NIGHT 80.4%
Here's Our Market
6 Thriving Cities and a Total Population of over a Million
JOHNSON CITY, TENN. WJHL
1000 Watts-910K.C.
Represented Nationally by Howard Wilson Co.

CBS WJNO
Where "Dun and Bradstreet" meet "Hooper and Crossley"?
•THE VOICE OF THE PALM BEACHES

Miller

(*Continued from page 81*)

Miller said. All liked NAB reports and bulletin reprints, all were favorable to the activities of the Bureau of Broadcast Advertising; 2-1 in favor of the engineering service; 8-1 in favor of Government relations and 5-5 on labor activities.

Mr. Miller said consolidation of FMBI with NAB was working well. He revealed, however, that the FM association had not yet been formally dissolved and that presumably it would go out of existence with the NAB's convention in Chicago Oct. 21-24.

Discussing State legislation, Mr. Miller said there has been "so much publicity" about stations "making too much money" that states are bound to go after radio in their hunger for additional revenue sources. He cited the New Mexico sales tax case and said State governments emulate one another in pursuit of revenue.

Emphasizing the importance of Washington activity, Mr. Miller said those on the scene in the Capital are in a position to play a "tremendous part" in protecting radio. Informal but intimate contacts are highly significant, he said.

As to active network participation in NAB—opposed by a segment of the station membership—Mr. Miller said flatly he favored keeping them in. The board is virtually unaminous on that score too, he said, observing that the networks have high type men whose talents should be used and the NAB should get the benefit of their thinking.

"If the networks have any skullduggery to put over, it is better to have them with us where we can needle them," he said.

Asks Information

Urging stations to supply NAB headquarters with labor contracts of all descriptions so the new Employe-Employer Relations Dept. can be of maximum effectiveness, Mr. Miller deprecated the reluctance of broadcasters to provide such information in the past. Each contract, he said, sets a pattern and establishes a precedent in some particular. NAB should be as well informed as the labor groups, which certainly are apprised by their unions of all bargaining results. He admonished stations not to underestimate the legal representation of the unions. They have highly trained lawyers, he said—in many cases more experienced than those representing management.

Mr. Miller paid a tribute to John Elmer, WCBM Baltimore, former NAB president and chairman of the ASCAP Copyright Committee in the bitter war with that licensing authority, recently named chairman of the Employe-Employer Relations Committee. He pointed out, too, that Cal Smith, KFAC Los Angeles, former NAB director, was a member of this committee and is a "good man."

Describing the NAB staff as a "very alert, imaginative, sincere and honest group of men," Mr. Miller made a plea that all "play ball together." He said he was having a "perfectly wonderful time representing you folks." He urged broadcasters to "let your hair down" and tell the association their thoughts. "Let's prove the truth of the statement that we'll all hang together or we'll hang separately," he said.

Director Ryan said he, along with other board members, was "amazed" at Mr. Miller's grasp of radio as demonstrated at the board meetings over which he has presided since assuming the presidency Oct. 1. Mr. Miller, he said, not only kept pace with, but led the discussion, and insisted upon getting a board decision before leaving a given subject.

Public Relations Plan

Mr. Kirby told the board his plan to reorient the NAB public relations policy and emphasized radio should use its own microphones to promote the American plan. Radio's public relations policy, he added, can be no better than its programming output. During the war stations broadcast 800 local shows per week for the military; in time of peace, a portion of that time could be diverted to foster the American concept of radio, he said.

Need for new definitions of radio terms was stressed by Mr. Kirby. He pointed out that confusion exists over the word "spot"—whether it connotes only national spot, or local too, and whether spot announcements are embraced in it. There's the word "sustaining" which is a misnomer since it is supposed to mean unsponsored, yet the sponsored programs "sustain the sustainers." Finally, he said that "public service" programs are misnamed, since there is the implication of public utility type of service. What is meant is "public interest" programs, he said. New concepts and new terms will be developed under the NAB aegis, he declared.

Alluding to the board's action in approving the Code Committee's recommendations on commercials, Mr. Kirby said these stemmed from the feeling that over-commercialization may exist on some stations. The criticism has been "too much of the sell too often" and the feeling that a better job can be done in less time.

With the opening of the West Coast office the NAB hopes to establish a closer liaison with radio writers and producers on the Coast, in the interest of better radio public relations. The new theme will be "to use radio to sell radio," he said.

Hugh Feltis, president of BMB, at the first day's session used screen slides to trace development of the project to its present 70% of all commercial stations, plus all four networks [BROADCASTING, Jan. 7]. He will make a tour of all NAB district meetings.

Supporting Mr. Feltis' arguments as to the value of BMB to advertisers and agencies, which are collaborating in the audience measurement work, were West Coast representives of both the American Assn. of Advertising Agencies and the Assn. of National Advertisers. Jack Morse, vice president of Dan B. Miner Co., Los Angeles, said timebuyers will depend largely on BMB reports—first of which are to appear in November—to evaluate station coverage.

Advertisers are interested in BMB and through ANA have given it full endorsement and cooperation, said Russell Z. Eller, advertising manager of California Fruit Growers Exchange. He reviewed cooperative advertising research projects and predicted BMB would pay dividends.

"This limelight of fact," he said, "will permit us more intelligently to allocate radio budgets—and the confidence generated by this knowledge will provide rich dividends to all."

At the Tuesday sessions in Los Angeles, Mr. Pellegrin conducted an all-day clinic on broadcast advertising and related activities, which split into a separate session in the afternoon, to allow handling of the regular order of business. He outlined work of the NAB in the small market stations, covering such items as the management study currently in progress, news programming, possible change in the name to eliminate "small" because of the psychological reaction to it, personnel training, publicity and promotion, use of standard forms, and kindred activities designed to ease the lot of secondary outlets.

Group Merger

The sales managers clinic was conducted by Arch Morton, KNX, District Sales Managers Committee chairman, in collaboration with Mr. Pellegrin. Pointing out that revision of the NAB-AAAA standard contract form is under discussion, Mr. Pellegrin said a gap exists on payment of commissions on programs which may be can-

TO COMMEMORATE the 10th anniversary of *Your Esso Reporter* on WRC Washington, Standard Oil Co. of New Jersey presented the station with this plaque, displayed by Carleton D. Smith, WRC general manager. Plaque was presented at a Washington dinner honoring WRC, United Press and Standard Oil officials.

celled for other commercials. Failure to agree would bring about a chaotic condition, he said, with agencies probably in the position of insisting upon their requirements and stations altering such provisions until a compromise is reached.

The proposal for establishment of an Agency Recognition Bureau was presented along with a questionnaire-ballot by which managers could express their views. It was estimated the bureau, which would simply provide information, would cost $25,000 a year to maintain. Mr. Pellegrin explained there is very little loss of money reported through fly-by-night agencies, but that the competitive media have found the recognition bureau procedure desirable and worthwhile.

Mr. Pellegrin condemned "deceptive radio promotions" in the use of recorded name artists. He presented a progress report on the Joske clinic in San Antonio, submitting the NAB findings on development of local retail advertising.

At the main session, a committee representing the Southern California Broadcasters Assn. looking toward the fusion of Northern and Southern groups in the state on legislative and labor matters, was named by Director Ryan. The members are Cal Smith, KFAC; Robert Reynolds, KMPC and Lew Frost, NBC. The object is formation of a California association which would apply for affiliation with NAB.

Don McNamara, program director of KFI, speaking for the NAB's Program Managers Committee, suggested creation of a "radio central casting office" in Los Angeles, to hold periodic auditions as a means of absorbing some of the displaced talent, resulting from war services.

The importance of specialized agricultural programming was stressed by Nelson McIninch, KFI farm director. Diversified programming is essential, and it isn't necessary to get such material from Washington, or the state universities, he said. Working directly with the farms and making recordings has proved fruitful, he added.

So that each may profit from experiences of the other, the management study in small market stations will be undertaken by NAB, Mr. Pellegrin said in reviewing progress and future plans of Small Market Stations Committee. Structure has been set up, with Arthur Stringer of NAB staff to conduct the study from a selected group of representative stations.

Urging broadcasters to send in suggestions that will aid in the survey, he declared that management will be asked for detailed as well as accurate reports to provide a true picture of how a small market station functions. He reminded that there are more than 450 such stations and with about 1000 applications on FCC file, the list will be greatly increased.

Broadcasters also were urged to install parttime training courses for new radio personnel. With new stations being established Mr. Pellegrin pointed out that it was becoming more difficult to get trained personnel. He asked for true and tried courses for other station managements to follow.

Attending the 16th District meeting were: Bill Andrews, NBC; C. E. Arney Jr., NAB; Ed Barker, KLOK-FM; Bill Beaton, KWKW; H. L. Blatterman, KFI; Hal Bock, NBC; James S. Blomfield, KDB; Frank A. Berend, NBC; Constance M. Brown, KGER; E. J. Broman, Universal Broadcasting Corp.; John W. Bodnar, FM Radio & Television Corp.; Ed. Buckalew, CBS; Pat Campbell, KHJ; Russell Clancy, AP; Clarence Crary, KGER; Irene Cook, KGER; Bob Coleson, Adv. Council; Frank Conrad, KECA; Donn Davis, KFWB; C. Merwin Dobyns, KGER; Glenn Dolberg, BMI; O. C. Duckett, Red Cross; W. I. Dumm, KSFO; John W. Elwood, KPO; Hugh Feltis, BMB; Frank E. Ford, NBC; C. H. Fisher, Tower Sales & Erecting Co., Portland; Jack Frost, RCA; Ernest Felix, ABC-KECA.

Paul B. Gale, NBC; Jack Gross, KFMB; Albert Goodwin, KGER; W. L. Gleeson, KPRO; Marion Harriss, KFSD; John L. Hogg, KOY; Gus Hagenah, Standard Radio; Robt. E. Howard, NBC; Karl Hoffenberg, American Forces Network, Munich, Germany; Albert Johnson, KOY; Sydney M. Kaye, BMI; Edward M. Kirby, NAB; Lee Little, KTUC; Dick Lewis, KTAR; Gene W. Lee, KFXM; Kenn Linn, KPRO; Henry C. Maas, NBC; Curtis W. Mason, KFI; J. Arch Morton, KNX; Justin Miller, NAB; Harry Myers, KFWB; Harry Maizlish, KFWB; Maynard Marquardt, World Broadcasting System; Dean Moxley, KFI; L. W. McDowell, KFOX; Chester G. Matson, Edw. Petry & Co.; Don McNamara, KFI; C. P. MacGregor; Bob McAndrews, NBC; Oran Nance Jr., C. P. MacGregor; Wendell Neely, KGER; Frank Neill, INS; L. S. Nicholson, KVOE; Ron Oakley, KGER; Jack O'Mara, KECA.

J. G. Paltridge, KFI; Frank Pellegrin, NAB; Col. G. McGuire Pierce, KFWB; Jennings Pierce, NBC; Bill Ray, KFWB; Walter L. Read, Gates Radio Co.; Jack Richardson, Standard Radio; F. J. Rudolph, C. P. MacGregor; Wayne Sanders, KTUC; Larry Shea, ASCAP; Harold Swisher, UP; Lyman Smith, KFI; J. Kelly Smith, CBS New York; Ernest L. Spencer, KVOE; Helene Smith, KGER; David Sandeberg, Lewis H. Avery Inc.; Burt Squire, SESAC; Don Searle, ABC; Calvin J. Smith, KFAC; L. A. Schamblin, KPMC; Sidney N. Strotz, NBC.

Jay Tapp, KGER; Donn B. Tatum, ABC-NBC; Berne W. Wilkins, KFWB; Lee Wynne, KGER; Gene Williams, KPRO; Wallace S. Wiggins, KVOE; Geo. Whitney, KFI; Harry Witt, KNX.

Attending the 15 District meeting in San Francisco were:

Jerry Akers, KSAN; Alexa Ames, KHON; C. E. Arney, NAB; A. L. Ashby, NBC; William Bates, KTRB; Ed Buckalew, CBS; John Brunton, KROY; Ralph Brunton, KQW; John G. Bauriedel, KIEM; Mrs. John G. Bauriedel, KIEM; Frank A. Byrnes, KQW; R. P. Barnes, General Electric Co.; Dan Bowerman, UP; Howard Bailey, KWG; Paul Bartlett, KFRE.

Ira Cave, Pacific Tel. & Tel.; Clyde Coombs, KARM; Keith Collins, KMJ; Russell Clancy, AP; Alfred Crapsey, KPO; Fran Conrad, KECA; Malcolm Donnelly, UP; R. W. Dumm, KXOA; Glenn Dolberg, BMI; Lincoln Deller, KXOA; Webley Edwards, KHON; John Elwood, KPO.

Herb Ferguson, KFRE; Lee Fleming, KSRO; Hugh M. Feltis, BMB; Francis Frater, McClatchy Broadcasting Co.; C. H. Fisher, Tower Sales & Erecting Co.; Tom Foster, San Francisco-Oakland Shopping News; Jack Frost, RCA; George Greaves, KPO; D. M. Greene, KQW; Fred J. Green, UP; Dave Glickman, Broadcasting; Gayle Grubb, KGO; John Groller, McClatchy Broadcasting Co.; Wilton Gunzendorfer, KROW.

Ray V. Hamilton, KSFO; Russ Horgan, KYA; Royal V. Howard, Universal Research Lab.; Don Hambly, KRE; Ed Hadley, KSRO; Hamilton Hintz, McClatchy Broadcasting Co.; Gus Hagenah, Standard Radio; John J. Hamlyn, McClatchy Broadcasting Co.; Ed M. Kirby, NAB; Gene Kelly, KCRA; George Larue, KGO; Philip Lasky, management consultant; H. A. Levinson, ASCAP; Bob Laws, KGO; Dave Lundy, KYA.

Frank McHugh, ABC; Justin Miller, president, NAB; Robert Morrison, NBC; L. R. Matushak, McClatchy Broadcasting Co.; Elinor McClatchy, McClatchy Broadcasting Co.; K. G. Morrison, Gravbar Electric Co.; C. P. McGregor, C. P. McGregor Co.; C. L. McCarthy, KQW; Mrs. Royal Miller, KROY; Dave McKinley, KCRA. Byron Nelson, KGO; Carl Neilsen, NBC Spot Sales; Chuck Pendleton, KJBS; Jennings Pierce, NBC; Curtis D. Peck, KPO; Frank E. Pellegrin, NAB; William D. Pabst, KFRC.

Ellis Rehn, KLX; Leo Ricketts, KFBK; Roy Rhodes, Paul H. Raymer Co.; Walter L. Read, Gates Radio Co.; William B. Smullin, KIEM; Mrs. William B. Smullin, KIEM; David Sandeberg, Lewis H. Avery Inc.; Edith Smith, KGDM; Jack Schacht, KSFO; Burt Squire, SESAC; J. M. Seropan, NBC; Howard Smiley, KROY; Russell Shaffer, KGO; Earle Smith, Ed. Petry & Co.; Charles P. Scott, KTKC; Don Searle, KGO; Robert Stoddard, KOH; Lindsey Speight, John Blair & Co.; Kelly Smith, CBS.

Glenn H. Ticer, KQW; Walter Tollefson, NBC; Kirk Torney, ABC; Donald H. Telford, KIEM; Mrs. Donald H. Telford, KIEM; Wendell Williams, KPO; Karl O. Wyler, KTSM; Art Westlund, KRE; Robert Wesson, KGO; R. A. Wegener, KCOK; Frank Webb, Lewis H. Avery Inc.; E. A. Whitehead, General Electric Co.

GI Scoops

CPL. SY BERNHARD of Brooklyn and Cpl. Harold Burson of Memphis, two GIs representing AFN at Nuremberg trials in Germany, obtained exclusive broadcasts of contents of notes written by Hermann Goering during court session and uncovering doctrine upon which Admiral Doenitz will base his defense. Goering's notes were read from AFN control booth by stationing a German interpreter there with a pair of field glasses. Bernhard and Burson both received high praise from the Army and from the press for their exclusive features.

JOHN A. BRICE, 69, WSB FOUNDER, DIES

JOHN A. BRICE, 69, president of the *Atlanta Journal* and one of the founders of WSB Atlanta—second newspaper-owned station in the U. S.—died Wednesday morning in Emory U. Hospital, Atlanta, following a heart attack. He had suffered the first attack New Year's day, was improving, but a second attack Wednesday was fatal.

Affiliated with the *Journal* for 49 years, Mr. Brice rose from office boy and bill collector. He was secretary-treasurer of the *Journal* from 1901-34, vice president and general manager, 1934-39 and president from 1939, when former Gov. James M. Cox of Ohio purchased the *Journal* and WSB, until his death. He had been at his desk on Dec. 31, seldom missing a day.

In the early twenties Mr. Brice and Maj. John S. Cohen, then president-editor of the *Journal*, became interested in radio. They established WSB, which went on the air March 22, 1922.

Among Mr. Brice's close personal friends was Niles Trammell, president of NBC, with whom the publisher visited only last month in New York.

Mr. Brice was a bachelor. He was a member of the Capital City Club, the Piedmont Driving Club and the Nine O'Clocks and belonged to the Shrine, Masons and Elks. He was a deacon and prominent figure in the Presbyterian church. Mr. Brice leaves three sisters.

Ask any Central New England distributor which station exerts the greatest sales influence in Central New England. The answer will be WTAG.
W T A G
WORCESTER

ACTIONS OF THE FCC

JANUARY 3 to JANUARY 10

Decisions . . .

ACTIONS BY COMMISSION

DECEMBER 29
(Reported by FCC Jan. 5)

FOLLOWING consideration of recent cases of petitions requesting leave to amend applications in manner inconsistent with Sec. 1.352 of Rules, Commission ordered that such applications, which seek amendment of requested assignment without designation of new assignment proposed to be requested, be dismissed without prejudice subject to reinstatement within a reasonable time.

Paul D. Spearman, Jackson, Miss.—Dismissed without prejudice application for CP new station, with leave to reinstate at such time as application be accompanied with proposed amendment made in full detail for change of assignment originally requested.

Pursely Broadcasting Service, Mobile, Ala.—Same.

JANUARY 3
(Reported by FCC Jan. 4)

HAVING under consideration petition filed by Zenith Radio Corp. 1-2-46 requesting that 42-50 mc band be assigned FM in addition to present allocation, Commission ordered that hearing be held 1-18-46 on issues involved. Appearance filing deadline set 1-14-46.

KROW KROW Inc., Oakland, Cal.—Ordered that application for CP change operation from 960 kc 1 kw unl. to 960 kc 5 kw DA-N unl. be designated for hearing in consolidated proceeding with applications of United Broadcasting Co. and KOVO Broadcasting Co.

JANUARY 9

GRANTED applications for 25 new FM stations; conditions. Total FM grants now 266. See table page 42.

WING Great Trails Broadcasting Corp., Dayton, O.—Present license further extended on temp. basis only for period ending 4-1-46 pending determination license renewal application.

580 kc

WHP WHP Inc., Harrisburg, Pa.—Granted petition requesting that application for CP change assignment from 1460 kc 5 kw D 1 kw N to 580 kc 5 kw DN, be consolidated with applications of Crescent Broadcast Corp. and Patriot Co.

950 kc

WGOV E. D. Rivers, Valdosta, Ga.—Granted petition for reinstatement of application as amended to change frequency to 950 kc, increase power to 1 kw, install new trans. and DA-N, change trans. site. Ordered that application as amended be reinstated and further ordered that application be designated for consolidated hearing with application of Valdosta Broadcasting Co. and others to be held 2-11-46 in Washington, D. C.

E. T. Wright, Orlando, Fla.—Adopted order designating for hearing in consolidated proceeding to be held 2-11-46 in Washington, D. C., application for new station 1 kw unl. To be heard with applications for new facilities at Valdosta, Ga., et al.

1060 kc

Palladium Publishing Co., Benton Harbor, Mich.; Myles H. Johns, Milwaukee—Adopted order designating for consolidated hearing applications for new stations.

WNOE James A. Noe, New Orleans—Granted petition insofar as it requests reinstatement of application to change frequency, power and equipment, but denied in other respects. Designated application for hearing with application of Deep South Broadcasting Corp. for new station in New Orleans to operate on 1060 kc with 10 kw N 50 kw LS DA unl.

1190 kc

NEW-AM Omar G. Hilton and Greeley N. Hilton d/b Davidson County Broadcasting Co., Lexington, N. C.—Granted CP new AM station 250 w D.

1230 kc

R. F. & W. Broadcasting Co., Corpus Christi, Tex.—Adopted order designating for consolidated hearing with applications of Central Broadcasting Co. and Howard W. Davis tr/as The Walmac Co., application for new station 250 w unl. All seek same facilities.

1240 kc

NEW-AM New Iberia Broadcasting Co., New Iberia, La.—Granted CP new AM station 250 w unl.

NEW-AM Whiteville Broadcasting Co. Inc., Whiteville, N. C.—Granted CP new AM station 250 w unl.

1340 kc

NEW-AM H. H. Kinney and D. T. Kinney d/b Cullman Broadcasting Co., Cullman, Ala.—Granted CP new AM station 250 w unl.

Georgia-Carolina Broadcasting Co., Augusta, Ga.—Adopted order designating for hearing application for new station 250 w unl. for consolidation in hearing with applications of Voice of Augusta Inc., Augusta Chronicle Broadcasting Co., and Savannah Valley Broadcasting Co.

1430 kc

NEW-AM Coeur d'Alene Broadcasting Co., Coeur d'Alene, Ida.—Granted CP new AM station 1 kw DA unl.

1450 kc

Thomas J. Watson, Endicott, N. Y.; James Robert Meachem, Elmira, N. Y.—Adopted order designating for consolidated hearing applications both seeking 250 w unl.

1550 kc

James A. Noe, Shreveport, La.—Adopted order designating for consolidating hearing with application of Frank H. Ford, application for new station, both seeking 250 w unl.

ACTIONS ON MOTIONS

JANUARY 4
By Comr. Durr

P. C. Wilson, Canton, O.—Granted petition for leave to amend application for new station so as to request 1540 kc instead of 1300 kc; amendment accepted and application as amended removed from hearing docket.

KOIN KOIN Inc., Portland, Ore.—Granted motion for leave to amend application for CP.

Chatham Broadcasting Co., Savannah, Ga.—Granted petition for leave to amend application for new station.

James S. Rivers tr/as Southeastern Broadcasting System, Fort Pierce, Fla.—Granted petition for leave to amend application for new station.

Myron E. Kluge et al d/b Valley Broadcasting Co., Fresno, Cal.—Dismissed (at request of petitioner) petition for leave to amend application for new station.

Capital City Broadcasting Co., Des Moines, Ia.—Granted petition for leave to amend application so as to request 1390 kc instead 1600 kc, with 250 w; amendment accepted and application as amended was removed from hearing docket.

Edgar T. Bell and West Central Broadcasting Co., Peoria, Ill.—Granted joint petition to dismiss without prejudice application of Edgar T. Bell for new station and designated for consolidated hearing with application of WJPS Inc., Tri-State Broadcasting Corp., Booth Radio Stations Inc. and Wabash Valley Broadcasting Corp., application of West Central Broadcasting Co.

Samuel R. Sague, Cleveland Heights, O.—Granted petition for leave to intervene in consolidated hearing on applications of Meadeville Tribune Broadcasting Co., H. C. Winslow and Times Publishing Co.

William L. Klein, Oak Park, Ill.—Granted in part petition for leave to enlarge issues in re application of Sidney H. Bliss tr/as Beloit Broadcasting Co.

WSAV WSAV Inc., Savannah, Ga.—Granted petition for leave to take depositions in re application for CP set for hearing in Washington, D. C., Jan. 30-31, 1946.

Fayette Associates Inc., Montgomery, W. Va.—Granted motion to amend order to take depositions in re application for new station.

Murray L. Grossman d/b Danbury Broadcasting Co., Danbury, Conn.—Granted petition for leave to amend application for new station; amendment accepted.

City of Sebring, Fla.—Dismissed (at request of petitioner) without prejudice petition for leave to amend application for CP.

WHP WHP Inc., Harrisburg, Pa.—Referred to Commission en banc petition requesting that application for CP be designated for hearing in consolidation with applications of The Patriot Co. and Crescent Broadcast Corp.

Joe L. Smith Jr., Charleston, W. Va.—Denied motion insofar as it requests enlargement of issues upon application of Fayette Associates Inc. and ordered that issues upon application of Joe L. Smith Jr. be amended and enlarged.

By Comr. Denny

Chronicle Publishing Co. Inc., Marion, Ind.—Ordered that Exhibits 20 and 21 be received in evidence in proceeding in Docket 6798 and that record in proceeding be closed, provided that upon request by any party to proceeding or by Commission counsel record shall be reopened for purpose of permitting cross-examination with respect to material contained in exhibits (Action taken 12-29-45).

JANUARY 7
By Comr. Durr

Thomaston Broadcasting Co., Thomaston, Ga.—Granted petition to dismiss without prejudice application for CP for new station (Action taken 1-5-46).

Amphlett Printing Co., San Mateo, Cal.—Granted motion for leave to amend application so as to specify 1550 kc instead 1490 kc; removed from hearing docket, provided that movant shall file proposed amendment with engineering data not later than 1-10-46. (Action taken 1-5-46).

JANUARY 10
By Comr. Wills

A. A. Schecter, Providence, R. I.—Granted motion to dismiss without prejudice application for new FM station.

William L. Klein, Oak Park, Ill.—Granted motion for leave to take depositions in re application for new station, restricting same to 25 witnesses.

Ruth Braden Weber et al d/b Escambia Broadcasting Co., Pensacola, Fla.—Granted petition for leave to amend application for new station; amendment filed with petition was accepted.

Cedar Rapids Broadcasting Corp. Inc., Cedar Rapids, Ia.—Granted motion for leave to take depositions in re application for new station.

WPRP Julio M. Conesa, Ponce, P. R.—Denied motion for request for extension of time within which to file proposed findings of fact re application for license renewal.

WSAU Northern Broadcasting Co. Inc., Wausau, Wis.—Granted motion to dismiss without prejudice application for CP.

WTMA Atlantic Coast Broadcasting Co., Charleston, S. C.—Granted motion to take depositions in re application.

Mon-Yough Broadcasting Co., McKeesport, Pa.—Granted petition for leave to amend application for new station.

Walter A. Graham, Tifton, Ga.—Granted petition for leave to amend application; amendment accepted and application as amended removed from hearing docket.

KMTR KMTR Radio Corp., Los Angeles.—Granted petition for leave to intervene in hearing now set March 18-23 in re applications of San Bernardino Broadcasting Co. Inc., et al.

By Comr. Durr

Virginia Broadcasting Co., Roanoke, Va.—Granted petition insofar as it requests leave to present evidence and participate in cross-examination upon question of possible interference between petitioner's proposed station and WAGE operating as proposed in application (Action taken 1-7-46).

WSUN The City of St. Petersburg, Fla.—Granted petition insofar as it requests leave to present evidence and participate in cross-examination upon question of possible interference between petitioner's station and WAGE operating as proposed in application (Action taken 1-7-46).

Applications . . .

JANUARY 5

WPOR Centennial Broadcasting Co.,

KIDNAP COVERAGE
Chicago Stations Aided In Vain Search

CHICAGO stations provided immediate public service during the investigation into the slaying of the six year old Degnan child, Jan. 7.

Within a few hours after police were called, WMAQ broadcast a direct appeal by the father of the victim, James E. Degnan, an OPA executive. Appeal was later presented on NBC *News of the World*.

WBBM-CBS also presented a recorded broadcast in which the father made an appeal to the kidnapped girl, Suzanne, to "do everything you are told to do."

Jim Hurlbut, special events director of WBBM said that his station's facilities were used not to "exploit one of the most gruesome crimes in Chicago's history" but to "expedite any possible contact with the person or persons responsible for the abduction."

Bob Hurleigh, WGN news director, also made a recorded interview from the victim's home which emphasized the importance of radio to communicate between family and kidnapper.

THE *Fred A. Palmer* CO.

SEVENTH FLOOR
UNION TRUST BLDG.
CINCINNATI 2, OHIO

RADIO STATION CONSULTANTS *on* MANAGEMENT *and* OPERATION

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Washington, D. C.

MEMBER RMA

Portland, Me.—Mod. CP authorizing new station for approval of ant. and approval of trans. and studio sites.

860 kc

KOMO Eugene J. Roth tr/as Mission Broadcasting Co., San Antonio, Tex.—CP change 1400 kc to 860 kc, increase 250 w to 1 kw N 5 kw D, install new trans. and DA-N, and change trans. site.

1070 kc

WIBC Indiana Broadcasting Corp., Indianapolis—CP increase 5 kw to 50 kw, install new trans., make changes in DA-DN, change trans. site.

1230 kc

WKBZ Ashbacker Radio Corp., Muskegon, Mich.—Special service authorization 1230 kc 250 w unl.

1320 kc

WJHP The Metropolis Co., Jacksonville, Fla.—CP increase 250 w to 5 kw, install new trans. and DA-N, change trans. site.

1400 kc

WCNC Albemarle Broadcasting Co., Elizabeth City, N. C.—CP install new trans.

Amendments

The Chesapeake Radio Corp., Annapolis, Md.—CP new AM station 1440 kc 100 w N 250 w D unl., amended to change hours operation to D with 250 w.

KOVC KOVC Inc., Valley City, N. D.—CP install new ant. and ground system and change trans. site, amended re change in proposed trans. site.

KSO Kingsley H. Murphy, Des Moines, Ia.—CP change trans. site and make changes DA-N, amended re change in proposed trans. site.

San Diego Broadcasting Co., San Diego, Cal.—CP new AM station 1130 kc 1 kw unl. DA, amended to change frequency to 1510 kc, increase power to 5 kw, change type trans., changes in DA and change trans. site.

JANUARY 7

640 kc

WHKK United Broadcasting Co., Akron, O.—Mod. license to change hours operation from limited to unl. with DA-DN.

NEW-Relay WOPI Radiophone Broadcasting Station WOPI Inc., Bristol, Tenn.—CP new relay broadcast station on 30.82, 33.74, 35.82, 37.98 mc with 25 w A3 emission.

1090 kc

WMFJ W. Wright Esch, Daytona Beach, Fla.—CP change 1450 kc to 1090 kc, increase 250 w to 1 kw, install new trans. and DA-N, change trans. and studio sites.

1100 kc

KJBS KJBS Broadcasters, San Francisco—License to cover CP authorizing installation new trans. and increase power.

1230 kc

WMFR Radio Station WMFR, High Point, N. C.—License to cover CP authorizing move trans. and studio.

WJBC Radio Station WJBC, Bloomington, Ill.—Authority to determine operating power by direct measurement of ant. power.

1360 kc

KGB Don Lee Broadcasting System, San Diego, Cal.—CP increase 1 kw to 5 kw, install new trans. and vertical ant. and change trans. site.

98.9 mc

WGNB WGN Inc., Chicago—CP install new trans. and ant. and specify 98.9 mc.

Amendments

Unity Broadcasting Corp. of New York, New York—CP new FM station, amended to specify trans. site.

Syracuse Broadcasting Corp., Syracuse, N. Y.—CP new FM station with 14,375 sq. mi. coverage, amended to specify trans. site.

JANUARY 9

Westinghouse Radio Stations Inc.—Licenses to cover CPs authorizing new developmental stations W10 XWA-B-C-D-E.

APPLICATIONS were received in behalf of following AM stations for license renewal: KADA KFUN KFXD KGHI KODL KPHO KTOH KVEC KWG WBOC WBOW WCAT WCED WCOL WCPO WENY WFAS and aux. WJBC WJRD WMFR WOPI.

Amendments

United Broadcasting Co. Inc., Silver Spring, Md.—CP new AM station 670 kc 1 kw limited, amended to request 690 kc.

Frederick A. Knorr, Harvey R. Hansen and William H. McCoy d/b Southern Broadcasters, Dearborn, Mich.—CP new AM station 660 kc 1 kw D, amended to request 1540 kc.

Independent Broadcasting Co., Des Moines, Ia.—CP new AM station 940 kc 10 kw D, amended to install DA-D.

PROVING universality of a highly competitive art are these announcers from stations in Washington, D. C., area, gathered for WPIK Alexandria, Va., dedication program Jan. 6 to extend best wishes of their respective outlets. Participants are (l to r) standing: Charles Warren, WPIK; Martin Tall, WINX; Jackson Lowe, WWDC; James Gibbons, WMAL; Ted Lingo, WTOP; Norman MacDonald, WPIK. Seated are Stuart Gray, WOL, and John Hurley, WRC. Reginald Allen, WTOP, is not in photo. All were given opportunity to speak a word for their own stations.

Revisions Made in Two Sections Of FM Engineering Standards

REVISIONS in two sections of the Standards of Good Engineering Practices Concerning FM Broadcast Stations were announced last Thursday by the FCC. The changes were adopted as a result of a meeting Nov. 27 between representatives of manufacturers of FM frequency and modulation monitors, representatives of operating companies and Commission engineers.

The changes apply to sections 14 and 15 of the Standards, which apply to requirements for type approval of frequency and modulation monitors. Section 14, originally designated a tentative standard, is removed from that status and the revision is accomplished by merely deleting the asterisk and footnote in this section.

(The complete Standards for FM broadcast stations were included in a special insert in the Oct. 1 issue of BROADCASTING and will be carried, with revisions, in the BROADCASTING *Yearbook*, soon to be issued).

The tentative basis is also removed from section 15 and several major changes are made. The section, in its newly adopted form, follows:

15. Requirements for Type Approval of Modulation Monitors
Section 3.253 requires each FM broadcast station to have an approved modulation monitor in operation at the transmitter. This monitor may or may not be a part of the FM broadcast frequency monitor. Approval of a modulation monitor for FM broadcast stations will be considered on the basis of data submitted by the manufacturer. Any manufacturer desiring to submit a monitor for approval shall supply the Commission with full details (two sworn copies).
The specifications that the modulation monitor shall meet before they will be approved by the Commission are as follows:*

A. A means for insuring that the transmitter input to the modulation monitor is proper.

B. A modulation peak indicating device that can be set at any pre-determined value from 50 to 120 percent modulation (plus-minus 75 kc swing is defined as 100 percent modulation) and for either positive or negative swings (i.e., either above or below transmitter center frequency).

C. A semi-peak indicator with a meter having the characteristics given below shall be used with a circuit such that peaks of modulation of duration between 40 and 90 milliseconds are indicated to 90 percent of full value and the discharge rate adjusted so that the pointer returns from full reading to 10 percent of zero within 500 to 800 milliseconds. A switch shall be provided so that this meter will read either positive or negative swings.
The characteristics of the indicating meter are as follows:
Speed—The time for one complete oscillation of the pointer shall be 290 to 350 milliseconds.
The damping factor shall be between 16 and 200.
Scale—The meter scale shall be similar in appearance to that of a standard VU meter. The scale length between 0 and 100 percent modulation markings should be at least 2.3 inches. In addition to other markings a small mark for 133 percent modulation and designated as such should be included for the purpose of testing transmitters with 100 kc swing.
The accuracy of reading of percentage of modulation shall be within plus-minus 5 percent modulation percentage at any percentage of modulation up to 100 percent modulation.

D. The frequency characteristic curve shall not depart from a straight line more than plus-minus $\frac{1}{2}$ db from 50 to 15,000 cycles. Distortion shall be kept to a minimum.

E. The monitor shall not absorb appreciable power from the transmitter.

F. Operation of the monitor shall have no deleterious effect on the operation of the transmitter.

G. General design, construction and operation shall be in accordance with good engineering practice.

*In connection with this type approval of FM equipment, the Commission may send a representative to observe tests made of such equipment by the manufacturer.

Largest Coaxial Project Approved

AUTHORIZATION for a coaxial cable project involving $24,500,000, largest such ever considered by the FCC, was given by the Commission last week to AT&T, Southwestern Bell Telephone Co., Mountain States Telephone & Telegraph Co. and Southern California Telephone Co. New link in proposed New York-Los Angeles 3,287 mile cable will supplement existing facilities between Dallas, Tex., and Los Angeles, distance of about 1,500 miles.

Consisting of eight coaxial units, cable will be able to handle television programs in addition to regular telephone and telegraph traffic. With completion of this newly authorized project, coaxials will extend from New York through Atlanta and Dallas to Los Angeles, with exception of Atlanta-Charlotte, N. C. link, expected to be constructed during 1947.

Entire Bell System program, covering total of about 7,000 miles of coaxials, is scheduled to be completed within next four years. Cable laying proceeds about 30 miles a month [BROADCASTING, Sept. 17, 1945]. Army-Navy football game in Philadelphia was televised in both that city and New York Dec. 1 via coaxial facilities just completed [BROADCASTING, Nov. 19, 1945]. Experimental video-coaxial transmissions now are being made between Washington, Philadelphia and New York.

WIS Adds to Staff

LOUISE NEWTON, former studio control operator at WIS Columbia, S. C., has been assigned to station program department. Alden Fox, former announcer with WHLD Niagara Falls, N. Y., has been named WIS news editor. Cele Roberts becomes state and local news reporter. Ed Tracy is new sports editor of WIS. He formerly was with WSPR WTIC WBRK.

More **people listen to WAKR than to *any other* station *heard* in Akron***

* C. E. HOOPER SUMMER 1945 INDEX 8 A. M. TO 6 P. M.

Britons See TV Blanket in Five Years

Perfect Color Video Is Expected In U.K. in Ten Years

By ANDY McDERMOTT
In Charge of Sales Promotion,
H. N. Stovin & Co., Toronto

IN FIVE YEARS television audiences will have full and perfect black-and-white reception anywhere in Britain.

They will get perfect color in 10 years.

Mr. McDermott

Plans are being readied now for a television network to blanket the nine most populous areas of the United Kingdom in three years.

The BBC will continue transmitting on 405 lines until the changeover to color.

British television receivers will cost considerably less than American makes.

BBC television may bring with it a "limited" form of commercial broadcast.

British engineers are already building television telephones for industry.

Those are just a few of the highlights of a fact-finding tour of British radio manufacturing plants which I managed to achieve shortly before returning to Canada after a tour of duty with the Radio Division of Royal Canadian Air Force Public Relations. Once assured that their individual names and plans would not be revealed, I was given the utmost co-operation by U. K. manufacturers and their engineering staffs.

No Ballyhoo

Quietly, efficiently and amid none of the ballyhoo that has accompanied television's progress on this continent, the British are preparing to step right back into the lead they held in video before war broke over Europe in 1939. Equipment is being remodelled and brought up to date. New cameras are being experimented with and new devices fitted to the old. Angles born of war's necessity are being turned to the peace.

Probably one of the principal reasons that U. K. television has been without the flood of enthusiastic publicity that has marked video development on this continent is the fact that it is the engineer who is in the saddle in Britain, not the sales manager. Second, there is the natural reticence of officials of the BBC to commit themselves on plans immediately before the BBC charter comes up for revision this year. British radio is monopoly radio—the BBC—and this, no doubt, is the reason the engineer points the way for the British radio manufacturer.

When Britain went to war in 1939 her television operations and manufacturing alike ceased abruptly. But the engineers, somehow, found time to continue occasional experiments. In at least one case a firm found one of its engineering staff unable to do any war work. He was considered an alien, though not an enemy alien. His job, therefore, became purely in the field of television.

Television Telephone

This firm expects to introduce a television telephone for industrial use this year. They visualize it of utmost value to firms with scattered plants—or works buildings, as they call them over there—in one area. With such devices the works manager could "call up" any one of his other offices and visually discuss plans and see progress for himself without long trips back and forth across a city.

I saw one such instrument in action. It was a box about the size of an office filing cabinet and sat immediately in front of the radio manufacturer's desk. With no more than a couple of movements of switches, he summoned into view an engineer in another part of his plant and chatted casually with him, introducing me. It was certainly strange and right out of Buck Rogers' book!

I found all manufacturers with at least one television receiver in the final test stages before being readied for assembly line production. One thing the war did to British industry was enable manufacturers to learn the value of the assembly line over the much slower and more costly system of craftsmanship known before 1939.

These receivers are being planned to sell at from $135 to $165 apiece. They will have a viewing screen about 9x14 inches in size.

Cabinets 'Pretty Dull'

To North American eyes the cabinets planned to house the receivers are pretty dull, uninteresting pieces of furniture for the home. But the British manufacturer, it was pointed out again and again, cannot hope to get wood or some equally good looking material for this purpose for some years to come.

"And, anyway, we wouldn't like to make the sets purchased by our pre-war customers look too outmoded," explained one manufacturer . . . a typically British outlook. He explained that, prior to the war, one firm made 55 different types of cabinets for the same chassis—because each dealer had his own ideas of what his customers should have!

This same manufacturer estimated that Britain alone offered a market for 5,000,000 television sets in the next few years. Before BBC's Alexandra Palace operations ceased there were some 30,000 video users.

A rather interesting development I ran into was the plan of Britain's leading "wired wireless" firms for tapping the prospective video market. This firm grew tremendously during the war as it had a No. 1 priority in supplying wired radio to war plants, homes and offices partly on the "music while you work" idea and partly to insure an adequate warning service in case of attack. Whole cities came under the plan. No wonder it had more than 5,000,000 users paying the equivalent of $2 monthly for choice of two programs . . . BBC, of course.

Today this company has carried out experiments which, their engineers say, will enable them to pick up and send video signals into millions of homes on ordinary telephone wires and at a cost, to the user, of little more than they now pay for "two-choice wireless."

Incidentally, the BBC successfully used telephone lines to carry their television images over short distances to coaxial cables linking with the Alexandra Palace transmitter before the war.

Repeater Link Net

The network planned for the coming years, however, will not be by cable but by a specially developed type of repeater link. It is expected the first of these will be used to link London with Birmingham, about 125 miles away. Eight more links, engineers said, would knit most of Britain together.

At present the British transmit on 405 lines. This, engineers told me, has proven to be the best for their purpose. Actually most reception is not much better than something over 200 lines, yet images are clear enough. New receivers now heading for the market will pick up the full transmission.

To me the images I viewed in Britain were far ahead of anything I saw in New York in 1944. I have been told by CBC officials who saw the special demonstration put on by BBC last spring in London during an inter-empire radio conference that the BBC's picture was much more distinct and more easy to follow than what they saw in U. S. A. in 1945.

I repeatedly asked manufacturers if they planned to invade the Canadian market under "empire preference" plans. The answer invariably was in the negative. "Your economy is tied to the U. S. A. and it is only natural that Canada will adopt the U. S. system

Hon. Lowry Crites
General Mills
Minneapolis, Minn.

Dear Lowry:

You know our boys comin' back from the service certainly are live-wires . . . fr' instance, Harold Miller who left us back in 1941 to join the Marines just returned about 2 months ago as our news editor, and right off the bat he goes out and publicizes a local story about a 3 year old blind boy in a Charleston hospital . . . well sir, in less than a week, the little feller got a roomful of toys, a radio, and over a thousand dollars in cash, and I like to think it was all on account of Harold tellin' WCHS listeners about it. I just saw a letter that Harold got from the State DPA which closes with ". . . and small Ralph shall be taught that WCHS was the first radio station to bring him happiness and in all probability he will say that WCHS is the best station of all . . ." Now I'm not one for braggin' but I think that's one of the nicest compliments anyone could ever get.

Yrs.
Algy

WCHS
Charleston, W. Va.

ANDY McDERMOTT, now in charge of sales promotion of H. N. Stovin & Co., station representatives with offices in Toronto, Montreal and Winnipeg, left his post as manager of the Montreal office early in 1942 to organize the Radio Division of the Directorate of Public Relations, Royal Canadian Air Force, which in the next three years made approximately 3,000 broadcasts on behalf of the RCAF. He went overseas in 1943 and again in 1944 to direct coverage of D-Day and subsequent operations, rising to rank of squadron leader. He returned to civilian life and Stovin & Co. last December.

of 525 lines. We will remain on 405," one explained.

British manufacturers are definitely going after the European, South African, Australasian and India markets. I was shown a receiver being designed for India which had special resistant material to offset humidity, for instance.

Transmitter Estimate

While most manufacturers are interested only in building television receivers, a few hope to obtain contracts for transmitters. I asked for estimates but nobody wanted to be too specific. However, I was given this approximate quotation . . . higher, I believe, than American prices:

One 15 k.w. transmitter
Two film scanners
Two mobile iconoscope cameras
plus only necessary parts—
$375,000.

Based on BBC experience, it was suggested that the most feasible use of the television equipment for ordinary sized centers would be to have film scanners at the studio and the cameras available principally for outside broadcasts. Their experience had shown the majority of video "listeners" before the war tuned in the "newsreel," the occasional play and not much else apart from special events. The medium took too much concentration.

A great future for film companies capable of developing short features that could be scanned was foreseen by the engineers and, apparently, also by J. Arthur Rank, Britain's movie colossus, who is busy forming a company to turn out short features including some advertising films, according to reports.

'Limited' Commercial

While the BBC outwardly bans commercialized radio as such, the opinion was expressed several times that, because of the high costs of television, it was quite possible the BBC would permit a "limited form" of commercial in the new medium. There would be no direct "plugs" as we know them, but on coverage of some events, some entertainment features, or more specifically on visits to manufacturing plants, for instance, the benefiting party would be "invited" to contribute to production's cost.

As a matter of fact, this "limited form" of commercial is not unknown at the present time, as any American or Canadian radio man who had contact with BBC during the war years can tell you. BBC program budgets are notoriously low, yet many a producer seems to find ways and means of enlarging it to cover costs for musicians, stars and commentators.

Anyway, some British advertising agencies are casting a hopeful eye in the direction of television! As a result many an American and Canadian service man still in Britain and who has had previous commercial radio experience in North America, is finding himself the object of interesting overtures to take his demobilization in the U. K. and go into the agency business.

Station's Duty

IMPORTANCE of a radio station's learning the preferences of its audience, "sensing" changes and adjusting accordingly was emphasized by Jay E. Mason, president of Jamestown (N. Y.) Broadcasting Co., licensee of WJTN Jamestown, in an address before Jamestown Lions Club Jan. 4. Preferences "even of minorities" within the audience also should be considered, he said. The listener's obligation, he asserted, is to "make radio toe the mark, make it deliver acceptable service or give way to someone who can; but, however you go about it, keep it free."

Pulse Counts Noses

LAST WEEK Pulse Inc. put aside its usual business as radio audience researcher long enough to count running noses among New York's flu-ridden population. Pulse's discovery: 15.5% of New York's people were sick.

First Admirals

FIRST shipment of over 100,000 radios and radio-recorders is being made this week by Admiral Corp. Chicago, to 79 key distributors, Ross D. Siragusa, Admiral president, announced at a dinner held for the company's distributors in the Drake Hotel, Jan. 9. Allocation of the sets to 15,000 dealers is expected by February.

Reed Criticizes Press For Sniping at Radio

DR. VIRGIL L. REED, associate research director of J. Walter Thompson Co., New York, in an address before the New York Newspaper Promotion Managers Assn. on Jan. 9, proposed that research be weaned from promotion and urged them not to "waste your time and efforts fighting radio.

"You have something good to sell but sell it on its own merits," he stated. "Sell it on sound facts that are available for the finding. To say that the attitude of many papers toward radio has been just plain silly is putting it mildly," he stated.

Kosut to WLIB

HAL KOSUT, formerly with WPAT Paterson, N. J., and recently out of the armed forces, has joined WLIB Brooklyn as newscaster.

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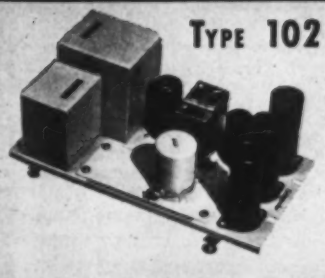
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THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Strike

(*Continued from page 15*)

ference showed signs of renewed life. Labor's Weaver suddenly submitted a new proposal for settlement, announced that if management accepted it, he would call off the strike. Company officials were still studying the union's new proposal Thursday night.

Time Problem

One point on which company and union had deadlocked in negotiations was the question of the period of time with which the argument was connected. The union, claiming the demand was for a "wartime adjustment," wanted to establish a contract extending only to next April. The company objected to entering into such a contract on the grounds that it seemed to guarantee labor peace for only three months.

The union's new proposal, submitted Thursday, was for a contract to extend to April, 1947. Five of the disputed points were wages, travel time, mobility expense, transfer expenses and helper's expenses.

For a moment Thursday night, however, communications chieftians thought they might breathe more easily over the weekend. After representatives of Western Electric Co. had rejected the union's new proposal, another message arrived from Secretary of Labor Schwellenbach. This time the Labor Secretary asked management and union representatives to meet in Washington at 4 p.m. Friday.

Spurred by the hope that the Washington conference might inject another gush of energy into the dying negotiations, ACEW's President Weaver announced he would call off the nation-wide picketing then scheduled to begin Friday. At 11:20 p.m. he issued his order to the union: Delay the picketing D-Day until Monday.

But Mr. Weaver's order came too late; by 4 a.m. Friday he admitted he had been unable to distribute his command to his widespread locals. The strikes went on as originally scheduled.

At 12 of the 14 giant long-distance centers of American Telephone & Telegraph Co.—through which normally pass an important percentage of the nation's interstate calls—the pinch came at the 7 a.m. shift change.

Pickets of ACEW surrounded the centers when the shift scheduled to go on at 7 a.m. arrived. The sympathetic operators refused, in many instances, to cross the lines.

Some Impairment

AT&T headquarters in New York, admitting there was impairment of its service, was unable at the time BROADCASTING went to press to assess the impairments degree; but a hasty check proved that only emergency long-distance calls were going through to most of the nation's important cities.

New York's long lines center was one of those picketed.

With its long distance telephone center picketed and its Western Union service on strike, New York was now virtually out of rapid commercial communication with the rest of the country.

Meanwhile, U. S. communications men had another look at an older dispute which, in the excitement of the more recent ACEW controversy, they had almost forgotten. Still picketing, after a week's strike at 21 Western Electric plants in New York and northern New Jersey were the members of the Western Electric Employees Assn.

Help From Others

Possibility that WEEA's 17,000 striking members would get a helping hand from perhaps 263,000 other telephone workers in their announced intention to pinch out telephone communications was, at week's end, still menacingly strong.

Frank Fitzsimmons, WEEA president, hollow-eyed from a week of sleepless strike supervision, waited for developments in the other labor camps. He knew that if ACEW's negotiations with Western Electric collapsed, the support of telephone workers across the nation would automatically come his way. If ACEW picketed exchanges, many a member of other telephone unions would refuse to cross the forbidden lines. It would be time for Mr. Fitzsimmons to make his move if ACEW and Western Electric reached an amicable settlement.

In that event, WEEA's chief could follow his original tactical plan which had been held in reserve while the ACEW skirmished with the company: (1) Enlist the aid of locals of the National Federation of Telephone Workers to carry out strikes in sympathy with his; (2) throw some of his own picket lines around telephone exchanges.

Mr. Fitzsimmons sipped his coffee, munched his doughnut, waited. From time to time he conferred with Joseph A. Beirne, national president of NFTW, who scurried between the command post of striking WEEA and the hotel conference room of negotiating ACEW chiefs. To Mr. Beirne would fall the ultimate responsibility of calling the national strike out of sympathy to WEEA if his far-flung locals were not forced out by picketing of ACEW.

After a week of strikes and negotiations which were oppressed by the constant threat of strikes, the curling fingers were still reaching for the ganglia. The only question seemed to be: Would their grip be paralyzing when it fastened?

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Tomorrow, Robbins ideas in metal will spark your premium programs to new highs, with timely, interesting, appealing promotions designed for success! We will be glad to discuss your postwar requirements with you *now*. Estimates and designs submitted without obligation. Send for the new Robbins catalogue.

The Robbins Co.

Ideas in Metal

ATTLEBORO, MASSACHUSETTS

The Cycle Twins

WHAS has given the communications strike the bird. In fact two of them. The Louisville station's general manager, Lee Coulson, and chief engineer, Orrin Towner, are now staying at Washington's Willard Hotel with two carrier pigeons, the cycle twins, Mego and Kilo. All four are here to attend the Monday clear channel hearings. Mego and Kilo will fly back to Louisville with latest word of the hearings and "with word of our well-being, financial status and sundry information to our wives," says Mr. Coulson. The pigeons are from an unorganized group in Louisville.

Deme Leaves CBS

JOHN DEME, technician in CBS color television laboratories, resigns effective Jan. 20 to take active part in construction of new FM station authorized Jan. 3 by FCC for Danbury, Conn. Permittee is Berkshire Broadcasting Corp., of which Mr. Deme is president and general manager. Berkshire's application for AM facilities at Danbury will be heard by Com. Charles R. Denny March 18-20 in Danbury. Temporary offices of new station are in Professional Bldg. Telephone is Danbury 2010.

Gleeson Criticizes Set Manufacturers

Stations Urged Not To Sell Radio Short on Newscasts

BROADCASTERS were advised not to sell themselves short on news programming and to urge radio receiving set manufacturers to cooperate with the medium in an address prepared for delivery at the NAB district meeting Jan. 7 in Los Angeles by W. L. Gleeson, president of KPRO Riverside and the new KROP Brawley, Cal.

In program after program, newscasters, speakers or commentators use the introductory line, "You read in your morning paper," Mr. Gleeson said, when as a matter of fact the radio audience probably didn't read the report at all but heard it on the air.

Reviving a campaign he has carried on for months, Mr. Gleeson cited the use by many radio manufacturers of large display space in national magazines to sell receiving sets. With rare exceptions, he said, these manufacturers do not sponsor programs. He inquired whether such manufacturers are cooperating with radio or are "just interested in the amount of money they can make in sale of sets."

Mr. Gleeson also condemned what he called "hard of hearing" sets, small units of low quality which will not produce the high-fidelity signal placed on the air. He urged employment by NAB of an individual to bring "this frivolous half of the great radio industry into line."

Contending that the local 25th radio anniversary celebrations last year fell flat in half of the instances, Mr. Gleeson urged creation of a speakers bureau of the NAB to keep all broadcasters posted so they can address local groups with new and sprightly material.

He also urged enlargement of the NAB staff to include both sales and public relations men who could travel from station to station and help the smaller units particularly in improving their lot.

Petitions Granted

THE FCC last Friday granted the petitions of Mon-Yough Broadcasting Co., McKeesport, Pa., and Southwestern Michigan Broadcasting Co., Kalamazoo, Mich., to have their applications for new stations on 1360 kc, 1 kw, consolidated with cases scheduled for hearing beginning Jan. 14. The applications will be heard with those of Beaver County Broadcasting Corp., Beaver Falls, Pa.; McKeesport Radio Co., McKeesport, Pa.; and Booth Radio Stations Inc., Lansing, Mich.

Amoco on ABC

AMERICAN OIL Co., Baltimore (Amoco products), Jan. 24 starts for 52 weeks *Professor Quiz* on 71 ABC stations, Thurs. 7:30-8 p.m. Agency is Joseph Katz Co., Baltimore.

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Experienced all-round announcer for local station., NBC affiliate in Penna. Special consideration to good pianist. Reply all details and when available. Good salary. Box 670, BROADCASTING.

Manager—Midwest Mutual station. City twenty-five thousand population, emphasis rural and small city. Required managerial, executive and sales or program ability. Quick decision. Box 695, BROADCASTING.

Announcer—Disc jockey with personality and mail pull ability for growing network station in Iowa. Send background, transcription. Box 696, BROADCASTING.

Salesman—For growing network station in growing community of Iowa. Send proof of ability and full details first letter. Box 697, BROADCASTING.

Sales engineer. Experienced man with knowledge of broadcast equipment field, good technical background essential. An acquaintance and following in the radio station field desirable. Excellent salary and commission. Box 699, BROADCASTING.

Copywriter—Young man, experienced. Good future, established advertising agency, Washington, D. C. Box 710, BROADCASTING.

Promotion manager for large midwest station. Good salary. Send qualifications, references and photograph to Box 712, BROADCASTING.

Chief engineer position open at WHGB, Harrisburg, Pa. ABC affiliate, good market, fine working conditions. Contact Herb Kendrick, Manager, immediately.

Combination announcer operator first class license preferred. Send particulars Airmail, KDFN, Casper, Wyoming.

Salesman to fill an established position on sales staff. Salary plus commission. Excellent opportunity for the right man. Send details to WJTN, Jamestown, New York.

First class operator, start $40.00 for 40 hours. WLOG, Logan, W. Va.

Combination chief engineer-announcer—new network station; must be steady; capable complete maintenance transmitter and studio equipment; experienced announcer; excellent salary; send transcription, full details Louis N. Howard, WJNC, Jacksonville, North Carolina.

Situations Wanted

Chief engineer seeks position with progressive station. Experienced in all phases of radio station operation, maintenance and installation. Past employers and associates testify to ability as the working kind of executive who gets a job done well. Box 544, BROADCASTING.

Engineer. Just released from service. Would like to contact position in the east. Technical school graduate. experienced in design, construction, maintenance and FM. Box 562, BROADCASTING.

Chief engineer four years. Have installed one BC station. Two years development laboratory. Technical school graduate with college mathematical background. Desire position with new or established progressive station or consulting firm. Box 652, BROADCASTING.

Veteran, single, eager to start radio career. Reads copy well. College; 24. Background producing, directing, acting, theatricals. Box 655, BROADCASTING.

Idea man, announcer, program director, 30, single, discharged AAF combat newsreel cameraman, does special events, unrehearsed interviews, commercial script, seeks connection with up and coming station anywhere. Box 657, BROADCASTING.

Announcer—Experienced. Just released from army. I sincerely desire to get placed in a nice location where I can settle down for keeps. Would like job as announcer-music director. On previous station I worked I had 15 minute piano solo spot as well as being in charge of musical talent auditions. Transcriptions, photo, available. Excellent references. Box 658, BROADCASTING.

Naval Lieutenant back from 25 months overseas desires write radio news and publicity; news and sports reporting and rewrite four daily newspapers; married, one child; college graduate. Box 661, BROADCASTING.

Situations Wanted (Cont'd)

Program director — desires affiliation with new station. Experience since 36. Discharge from Army due within month. Age 27, married, expecting child soon. Box 666, BROADCASTING.

Marine officer, 8 years broadcasting and 3 years military experience in radio and radar, desires position as chief engineer in progressive station. Adequate references. Have supervised personnel. Available immediately. Box 667, BROADCASTING.

Announcer-writer—Army, three years; 10 years newspaper experience; newscaster, commentator, can ad lib, handle quiz shows; specialist in veterans problems. Prefer south or middlewest. Married, steady. Box 668, BROADCASTING.

Announcer-Newscasts, morning alarm clock show, 3rd class ticket, operate board, sober, reliable, veteran, 26, go anywhere. 1½ years experience. Write me. Box 669, BROADCASTING.

Newscaster, experienced. Age 37. Background publicity, writing, and editing. Four years service as intelligence officer in radio and news here and abroad. New York connection or west coast desired. Box 670, BROADCASTING.

Navy lieutenant, 26, 2 years metropolitan daily, 1 year as radio announcer, past 6 months in Navy as radio director handling special events broadcasts, press relations. Excellent news, sports background. Transcription available. Anywhere in U. S., New England preferred. Box 672, BROADCASTING.

Able publicist seeks outstanding connection, radio anywhere, as director publicity, news editor, commentator. Veteran, legally trained, 38, offers years vital experience. Formerly managed publicity important governmental agency. Wide theatrical training. Box 689, BROADCASTING .

Situations Wanted (Cont'd)

Young, single, Canadian with announcing and writing experience. Desires position in northern states with station or advertising agency. Good references, available ten days. Box 682, BROADCASTING.

Station manager. Capable, stable man wants to create his own opportunity in new or established station. Now employed. 12 years experience in small and large markets. Offers plenty of know-how in sales and all phases operation. Excellent record backed by best references. Interview. Box 683, BROADCASTING.

Technical, third class phone, experienced all operations studio, remote, recording; single, sober, enthusiastic. Box 684, BROADCASTING.

Announcer, 27, 3 years experience, commercials, news, ad-lib, turntables, play-by-play baseball. Desires change. $65.00 minimum. Box 685, BROADCASTING.

Desperate—Living with in-laws, radio announcer, 30, married, one child. Four years Army-civilian experience as newscaster announcer. Topnotch voice, disc available; education MA Degree—Columbia. Box 686, BROADCASTING.

Announcer, ex-officer, announcing for 250 watter, believes he's good enough to announce for larger station in city over 100,000. Ambitious, educated, 2 years experience. Box 687, BROADCASTING.

Commercial manager with outstanding ten year record desires position as commercial or general manager. Box 688, BROADCASTING.

Announcer, program director, organist, pianist. All around musician, productions. Eight years radio experience. Single, reliable, audition record and picture on request. Good salary required. Ex-service man. Box 681, BROADCASTING.

An Outstanding radio station is Offered FOR SALE

250-watt network affiliate, with excellent standing in industry, located in one of America's top, city-markets.

This property earns owners better than 10% of price at which it is offered, after paying large excess profits tax.

With repeal of excess profits tax beginning Jan. 1, 1946 percentage of earnings will increase appreciably.

This is an unusual opportunity.

All correspondence must be in strictest confidence.

Address Box 720, BROADCASTING

Situations Wanted (Cont'd)

Announcer-operator—Three years all-around experience on 5 kw, combo, dance remotes, disc shows, commercials, honorable discharge. Age 25, references. Box 690, BROADCASTING.

Staff announcer — Versatile, remotes, special events, music, United Press news, my dish. Enjoy good programming. Veteran, 28, married. New York area desirable. Box 691, BROADCASTING.

Announcer—Basic network staff announcer available on or about February 1st. Audition platter on request. Box 692, BROADCASTING.

5 kw announcer seeking small city or town station; must have living quarters; family man. Good experience and references. Box 693, BROADCASTING.

Announcer—2 years experience in staff work. College education. Handle news, commercial announcing, special shows, control board. Best references. Available one month. Box 698, BROADCASTING.

Desire permanent connection agency or station as program director or chief announcer. Seven years experience, all phases radio production, from 250 w to 50 kw. Formerly on NBC staff. Now on program staff Chicago station, but available immediately. Age 27, married, veteran. Box 700, BROADCASTING.

News and special events writer-announcer: Network, 50 kw and small station experience. After spending past 2½ months with NBC—am making way for returning veteran. Want permanent spot. Box 701, BROADCASTING.

Radio operator—First class phone. 1½ years in various phases radio maintenance and operation. Have voice recording. Age 36, married. Box 702, BROADCASTING.

Announcer-writer: Experienced. 2 years CBS midwest outlets; 3 years army public relations. 2 years college. Excellent news writing background. 23. Married. Travel anywhere. Box 703, BROADCASTING.

Announcer, A-1, 2 years thorough experience, expert all boards, 3rd class ticket. Age 27, college graduate. Best references, now employed network affiliate. Available on notice. Confidential. Box 70[illegible] BROADCASTING.

Sales or station management. Experienced. Successful and clean background. Interested in midwest station connection. Permanent connection. Past 2½ years as Red Cross director, 18 months in Pacific. Release from present duties January 31. Box 708, BROADCASTING.

Program director - announcer. Young man with 5 years experience in all parts of radio wants job at a 250 watter. Can qualify as manager of 250 watt station. Best of references. 24, single. Asset to any station. Box 709, BROADCASTING.

Program director. Naval officer with ten years experience network and regional station production. Excellent record as personnel organizer, morale builder and in public relations. Top recommendations. Thirty-one years old. Married. Father. Wants employment with station that wants to maintain topnotch program department. Available for interview. Box 711, BROADCASTING.

Canadian RCAF veteran. Seven years experience independent and CBC network programs, film commentaries. Desire California position production manager or announcer. Wife's physician recommends move. Box 713, BROADCASTING.

Announcer—Veteran; age 26; college four years radio experience (Commercials, news, play-by-play sports; A[illegible] Network); opportunity to finish college preferred; available immediately; good references. Box 714, BROADCASTING.

Veteran. Sixteen years experience broadcast and radio communications. References. Available immediately. Box 716, BROADCASTING.

Announcer—Nine years experience in phases of announcing, scripts, programming with network stations. Radio School graduate, married, dependable. Desire permanent location with progressive station. Veteran. Box [illegible] BROADCASTING.

Announcer-scriptwriter. Voice, talent, ability, experience—no job. Honorable discharge. Experience: Announcing, writing, scripting drama and commercials over WLW WMRN WKRC KWFT. Will name place, price. Ed Hamlyn, 66 Pierrepont, Rutherford, N. J.

Ex-GI, 31, experienced acting-announcing-copy writing, interested production. Would like to join agency or network affiliate. Available for work any [illegible] in U. S. Frederic Carney, 50 Chi[illegible] Lane, Scarsdale, N. Y.

Situations Wanted (Cont'd)

Veteran, 25 years. One year experience in continuity writing and announcing. Desire announcing post in small station anywhere in country. Salary unimportant. John M. Hughes, 149-34 18th Ave., Whitestone, New York.

Television man with programming experience available. Background of theatre and radio plus communications and radar engineering. Seeking permanent employment with station or agency. Can help plan your television organization. Capt. P. H. Wellman, Jr., 107 Hobart Ave., Summit, N. J.

Veteran—Expecting discharge in February. At present managing AFRS Radio Station. Two years Army experience. Specialty, news editing and announcing. College background. Eastern situation desired. Details upon request to: Sgt. Henry R. Marquit, 215 West 91st St., New York City.

Radio publicity—Veteran desires place on radio publicity promotion. Worked with British Broadcasting Corp. in Europe. Experienced in radio publicity & program directing. Excellent press contacts. References. Prefer to work in metropolitan area. Captain Lester Nichols, R.F.D. No. 5, Ridgefield, Conn. Phone Bedford Village 7294.

Promotion, merchandising, Market Research Man. Experience: Former promotion manager CBS affiliate; Market research, Life Magazine, two years; Won Treasury Dept. award War Loan advertising campaign. Veteran, N. Y. U. graduate, member Alpha Delta Sigma. Fred Rosin, 86 Sherman St., Passaic, N. J.

Announcer—3 years experience, metropolitan stations, 2 years network acting. College grad, narrator for Army films, also production and writing for Army. Veteran. Murray Benson, 6209 3rd Ave., Brooklyn 4, New York.

Experienced man in radio publicity, continuity desires position New York area network, independent or agency. Four years radio, newspaper, publicity. Honorable discharge U. S. Navy. Malcolm McGlasson, 6141 Saunders St., Rego Park, Long Island, New York.

Operator-announcer, officer 28, with first phone license, 5 years Signal Corps, desires transmitter or control room work. Voice disc upon request. Locate anywhere. R. Horn, 3408 West 65th St., Chicago 29, Ill.

Combination operator-announcer with first class license needed for new station to open in March. Give references and personal details. Joe Van Sandt, KOJI, Florence, Ala.

Wanted—Engineering position with new or growing station. Just discharged, available now. Five years past engineering experience as chief engineer, operator, etc. Age 24, married. Minimum starting salary $75.00 per week. Prefer California or deep south. R. W. Thompson, 655 Dill Ave., S. W., Atlanta, Georgia.

Announcer—Adept at sports, news, looking for opportunity with small midwest stations. No floater. Veteran. George Norwich, 6518 N. Mozart St., Chicago 45, Illinois.

Radio program mgr, 36—12 years public school music supervisor. 2 years program director American Red Cross AFPA army leave area clubs. Vocalist and mc. Seeks position radio station. Don Lusk, 317 Elm Street, Findlay, Ohio.

STATION MANAGER AVAILABLE

Fifteen years experience Business management, sales, promotion programs. Three years officer in charge Army station. Interested in making substantial investment in local or regional station. Excellent references.

BOX 722, BROADCASTING

Situations Wanted (Cont'd)

Program director—announcer, script writer, news editing, publicity. Excellent record of 17 years. Three years Army PRO. 36 years. Married. Knows station operation. Write Jack Tierney, 836 Sanborn Ave., Hollywood 27, Calif.

Announcer—Age 25. Vet. Five years commercial, four years service experience. News, commercials, narration. Armed Forces Radio Service, New York, Hollywood, San Francisco. College grad. Anywhere, anytime. Audition disc on request. Charles E. Edwards, Jr., 68 Post St., San Francisco 4, Calif.

Combat officer, 24, college trained in advertising, production, announcing, writing, AB in English, professional pianist. Interested in sales and station operation. Available February. George Lovett, 16 Gill Avenue, Freeport, New York.

Radio engineer discharge from Navy as radio technician. Three years of experience in maintenance and installation of AM, FM and radar equipment. Experienced in broadcast station operation. Hold first class phone license. R. M. Clark, New Hampton, Mo.

Sell and personality voice announcer. Able script writer. No broadcast experience; six months training in radio speech in O. S. U. Will continue education in off time. Army officer being discharged February. Lt. Harry Berlinger, Signal Corps, W-903 Augusta, Spokane, Wash.

Announcer with ten years experience children's shows, local dramatic and disc shows that sell. Young enough to be enthusiastic, old enough to know the score. Just released, Army Forces Radio Service. Sgt. Don John Ross, 115 East 30th St., New York City.

Versatile, veteran announcer-writer, 35, married, desires staff connection wherever opportunity good. Excellent adlibber, sports, news, special events. 8 years staff, free lance. Transcriptions, references, photograph, available immediately. Write, wire Box 1212, Missoula, Montana.

Have you an opening for an all-round announcer, experienced in sports, both commentary and play-by-play, news, radio dramatics, and both popular and classical musical shows? I have been actively engaged in broadcasting for the past two years, and have proved myself to be dependable, versatile and ambitious. I can furnish good references as to character and ability. Interested parties contact Bill Krough, 2120 Fifth Ave., Troy, New York.

Chief engineer or station engineer with 12 years' experience in design, construction, operation and maintenance. Can handle complete installation of an AM or FM station. Available April 1. Now in service. Age 30. Married. Replies to R. H. Morgan, 2434 Keyway, Baltimore 22, Md.

Wanted to Buy

Wanted to purchase—One kilowatt transmitter, also all other equipment for radio station. Box 647, BROADCASTING.

Wanted—Established 250 watt network affiliated radio station in small progressive city. Any location. Send complete details. Box 673, BROADCASTING.

550 foot guyed steel tower capable of supporting 50 foot six bay FM array. Box 694, BROADCASTING.

Wanted to buy, 250 watt radio station. Prefer middlewest. Write Box 704, BROADCASTING.

Wanted—Used portable recorder—Presto "Y", RCA Fairchild. Write asking price and model to Paul Miles, 1711 E. Beverly, Milwaukee 11, Wisconsin.

Wanted—WE double patch cords for separate double plugs, RCA 41-B, preamplifiers and double or single WE jack strips. WPIK, Alexandria, Va.

Want to purchase used RCA 250-K or W.E. 451A-1 broadcast transmitter. J. S. Duff, Radio Station WITH, Baltimore, Md.

Order letters for products advertised on your station may be worth thousands of dollars to your clients, and liberal commissions to you. We are confidential, exclusive agents for mass buyers of mail order names. For full particulars contact—Mr. Buhl, S. D. Cates Company, 1930 Irving Park Road, Chicago 13, Illinois.

For Sale

250 watt transmitter. 500 watt transmitter. 1000 watt transmitter. 150 foot tower. 300 foot tower with lights. Box 678, BROADCASTING.

New York FM Stations Rapidly Shifting To Assignments in New Upper Channels

NEW YORK FM broadcasters who are converting their transmitters from their old frequencies in the 42-50 mc band to their new assignments in the 88-102 mc channel now allocated to FM are in various stages of the process, a check revealed last week. One station, WGYN, has already begun test operations on an afternoon schedule, with 250 w power, and expects to have higher power available within a few weeks.

WEAF-FM hopes to get on the air with a temporary antenna and low power by Jan. 15, but will make no predictions as to when it will be able to complete its conversion and begin full-power full-schedule operations. WHNF engineers are hard at work trying to get ready to resume broadcasting by Feb. 1.

WQXQ and WABF, which have continued broadcasting on their lower frequencies while installing new transmission equipment for their new places on the spectrum, are both endeavoring to begin testing in the higher frequencies by Feb. 1, with low power that they expect to step up as rapidly as they can obtain the necessary equipment. Both of these stations plan to continue with their broadcasts in the lower band along with those in the new band as long as the FCC will permit such dual operation.

City Station's Plans

WNYC-FM, city-owned station, which has maintained its program schedule in the lower band, reported that it is arranging for a convertor unit which would enable it to shift to the higher frequency without interruption to its service, but could announce no definite date for the switch-over.

Two other stations, WABC-FM and WBAM, which ceased operations in December to begin conversion, reported themselves unable to obtain needed equipment to complete the job.

WGHF, new station which is planning both an aural and a facsimile service, expects to start tests of both services by the end of the month and eventually to offer both, multiplexing them on the same carrier wave.

Stations affiliated with AM stations which formerly broadcast the same programs on both were silent regarding future program plans and made no comment on the ruling of AFM president James C. Petrillo forbidding such dual broadcasts of live musical programs unless standby orchestras of the same size as the performing group are employed.

So far the strike of Western Electric Co. workers in the New York area has had no effect on the delivery of FM transmission equipment. However, it is obvious that this strike, plus the threatened strikes at General Electric Co. and Westinghouse Electric Co., would seriously slow down the anticipated development of FM broadcasting by shutting off the manufacture of both transmitters and receivers by those companies.

For Sale (Cont'd)

For sale—2 new Gates type CB-7 16" transcription turntables in cabinet less pick-ups. Available immediate delivery. Box 715, BROADCASTING.

For sale—RCA 250 watt transmitter, also 150 foot Blaw Knox self-supporting tower. Will sell both for $3,600 cash. Ready for shipment. Sam Collins, Indiana, Penna.

Commercial manager would like to make a change. Put 250 watt new station on the air with over fifty thousand dollars in new business in small town of ten thousand population. Married with family. Could take over duties as manager and commercial manager of new 250 watt local. Box 717, BROADCASTING.

For sale—Playback machine—$185. Office model playback, 33 1/3 and 78 RPM, with variable speed and tone controls; selector for N.A.B., flat or shellac recordings. One month old, sold new for $250. Guaranteed. Write Box 718, BROADCASTING.

250 watt transmitter, complete with one set spare tubes. FCC approved. First check for $1,000 will buy it. Pacific Coast Amusement Co., Oakland, Calif.

Miscellaneous

Gags! Comedy! Free catalog. Box 616, BROADCASTING.

Have $5,000 to invest with services in established or contemplated station. Ex-Naval officer. 8 years agency experience, creative and sales. Licensed radio amateur. Box 706, BROADCASTING.

Gags written. Guaranteed not to asphyxiate. Box 707, BROADCASTING.

FOR SALE

New Diesel generating sets for your auxiliary power plant available in the following capacities:

50 & 60 kw, 50 & 60 cycles, 230/400 and 127/220 volts, 90.1 and 197 amps.
50 kw, 60 cycles, 240 volts, 4 wire, 150 amps.
30 kw, 50 & 60 cycles, 127/220 and 230/400 volts, 3 phase.
2.5 kw, 60 cycles, 120 volt, single phase.

Priced low. Write for details.

Box 721, BROADCASTING

Census To Expand Service to Advertisers

Peacetime Program To Offer Aids To Sponsors, Timebuyers, Media

By J. FRANK BEATTY

THE greatest business story ever told—what happened to factories and retailers during the war and how they returned to a peacetime basis — will be unfolded by the U. S. Census Bureau under a vast new program outlined to BROADCASTING by J. C. Capt, Director of the Census. This story will provide broadcasters, advertisers, agencies and related industry groups with facts they need.

Mr. Capt

Part of the program is just getting under way; the rest reposes in committees of Congress.

Number of Sets

Within a few weeks the bureau will make public an estimate of the number of radio sets in the United States, based on information gathered in the decennial population census of 1940, special surveys made for the WPB during the war, trends in population growth and figures on production of sets.

By March 1 the bureau will start releasing first data on number of farms equipped with radios. The figures will be based on a question asked during 1945 Census of Agriculture [BROADCASTING, Oct. 29].

The bureau is in touch with the Radio Manufacturers Assn. and the National Electrical Manufacturers Assn. in an effort to obtain complete set production figures. Set production and distribution data cannot be published because coverage isn't adequate and the totals might reveal operations of individual manufacturers.

From its files the bureau compiles special radio reports on request, charging a nominal sum for cost of preparation.

It has just submitted to the FCC the results of a survey of weak coverage spots in the United States, prepared for the Commission's clear channel hearings starting today (Jan. 14). Three million questionnaires were sent to listeners in areas where broadcast reception is poorest. Field representatives of the bureau supplemented the questionnaires with several thousand personal interviews.

Newest bureau project of interest to the radio and advertising industries, according to Mr. Capt, is a special survey of retail trade in 1945 started last Thursday.

"From this survey will come facts on trends in sales and inventories in 1945," Mr. Capt said, "providing retailers with a means of taking stock of their position as business moves along in its first peacetime year in a half-decade. Retailers will be able to compare their own experience in sales, inventories and sales inventory ratios with firms in the same kind of business and in the same region."

Questionnaires are going out to 44 kinds of business in these 15 groups: Food, general stores (with food), general merchandise group, apparel, furniture-household-radio, automotive, filling stations, lumber-building, hardware, eating places, drinking places, drug stores, liquor stores (package goods), other retail stores, second-hand stores. They are simple in form, and merely ask information dollar value of the retailer's sales in 1945 and 1944 and the value at cost of his 1945 and 1944 year-end inventories.

Using these figures as a base, or benchmark as the census experts call it, the bureau will be able to supply monthly United States and state totals. These will show retailing trends from month to month. The service will be started as soon as operating details can be worked out. The bureau has been collecting data on sales trends of independent retail stores in 34 states. This coverage will be extended to all 48 states and the District of Columbia. The bureau is slated to assume the job of providing similar facts on chain stores, now handled by Bureau of Foreign & Domestic Commerce, another Commerce agency.

These two sets of figures then will permit the Census Bureau to keep its finger constantly on the retailing pulse. Along with them will go monthly figures on wholesalers' sales, inventories and credits, assembled by kinds of business.

Specific lines to be covered every month, in addition to the broad retail field, include confectionery and competitive chocolate products, public warehousing of general merchandise, canners and preservers, wholesalers' stocks of food, coffee stocks. Quarterly reports will be given on lumber and spices.

These current statistical services, covering many lines of business and industry in addition to retailing, are only a minor part of the Census Bureau's projects affecting radio advertisers, according to Mr. Capt. Principal projects are the decennial censuses of the nation's population, and the periodic tabulations on distribution and manufacturing.

Now in Congress are three bills providing for the distribution and manufacturing censuses. In the House the bill sponsored by the Budget Bureau and introduced by Rep. Allen (D-La.) is before the Committee on the Census. Senate measures, roughly similar, were introduced by Sen. McCarran (D-Nev.) and Sen. Bilbo (D-Miss.).

SOURCE of facts vital to the operation of business and industry, Census Bureau is in the throes of its own conversion from war to peacetime operation. Director J. C. Capt of Bureau has extensive plans to provide businessmen with a vast amount of information telling what is going on in the commercial world. From these new services will come data helpful to all in the business of producing, buying or selling as well as those whose business is directly or indirectly related to those lines.

The bureau plans to take a complete Census of Manufactures in 1947 for the year 1946 and a Census of Business (Distribution) at the same time. Under present law the manufacturing data are gathered every even-numbered year for the previous odd-numbered year but were dropped in 1942, 1944 and 1946 because of wartime suspension of many bureau activities. Business data have been gathered every 10 years, last count having been made in 1940.

Five-Year Census

New legislation proposes manufacturing and business censuses every five years, taken simultaneously, with current bureau reports keeping the figures up-to-date from month to month or as frequently as necessary. Quick sample surveys can be used to keep figures current for the benefit of those who must know who makes what, and how much—and what happens to it.

"The activities of the Census Bureau are in a transition period in two respects," said Mr. Capt. "These are, first, a reconversion from wartime to peacetime operations; second, development of a strong program of collecting current statistics to supplement less frequent benchmark censuses (those taken at less frequent intervals to provide basic information which can be revised by sampling technique to measure trends and provide current figures).

"This new program thus will give the broadcaster, advertiser and timebuyer facts about the volume of production of goods; the manner of distribution and amount of sales, and the measure of his potential market.

"Most of the bureau's work in the business and manufacturing fields was suspended during the war yet major changes were taking place in the production and distribution system accompanied by vast movements of population and changes in income distribution. Consequently, as a starting point, complete censuses of production and distribution should be taken for the first full peacetime year so that production and market plans may be adjusted to take account of the changes resulting from the war.

"Even in times of peace our economy is so dynamic in character that there is need for a continuing flow of information to keep pace with current developments. The proposed annual figures for intercensal years on inventories, operating costs and other data will make possible analysis of operating experience by kinds of business.

"The program also recognizes the vital need of advertisers, timebuyers and media men for consumer market data to use in conjunction with statistics on the production and distribution of goods and services. It is clear that the changes in consumer markets in the postwar period will involve large numbers of people and extend over a considerable period of time. Hence, up-to-date knowledge regarding their extent and character will be of prime importance in business planning.

"Under these circumstances, it is apparent that the nation is no longer at a stage where its need for information on the population and its activities can be met by a decennial census of the population. It is proposed, therefore, that the complete census of population, including housing and the labor force, be conducted every five years instead of every ten. Data will be collected annually on a sample basis in order to show, for cities of 100,000 or more and for states, the year-to-year shifts in population, housing, employment, occupation and industry.

"Because of bad weather last winter, difficulties in maintaining a force of enumerators and other troubles, the returns have been slow coming in. Consequently the second series of releases, which will show number of farms having radio receivers as well as farm characteristics, value of products, mortgage debt, color of operator, size of farm, total value of products and types of products will not start to flow until the end of February, with figures for about 300 counties available by April 15 and all counties available about Oct. 1."

Wires Crossed

THE WIRE situation in Washington got rather confused last week when WMAL tried to get telephone lines installed at the meeting place of telephone strikers. Seeing the strike was about to break, WMAL on Wednesday asked the telephone company to install lines at Uline Arena where such meetings are usually held. Then WMAL master control found that lines were going into Turner's Arena. By the time the lines were installed at Uline Arena on Thursday, the strike had been called and the strikers were meeting. Despite pleas of station personnel, no one but the "hello girls" got in.

Ray Heads Chicago Radio News Group

WILLIAM RAY, NBC Central Division news and special events director, was elected president of Chicago Radio Correspondents, newly formed organization of radio news and special events men, on Jan. 9.

Other officers elected for one year terms include: Robert F. Hurleigh, WGN, vice president; Bob Ward, WJJD, secretary-treasurer. Executive committee is comprised of the three officers and Julian Bentley, WLS and Con O'Dea, WENR. Constitution will be drawn up by executive committee plus Everett Holles, WBBM news editor.

Group decided that each 50 kw Chicago station should have four voting memberships, each smaller station two voting memberships and each of the four press associations two voting memberships.

Truman Not To Deliver Message; TV Plans Out

PLANS to dedicate the new Washington-New York coaxial cable line for television by televising President Truman delivering his State-of-the-Union address to Congress this week, were all but abandoned late last week as the White House indicated the President would send his message to Capitol Hill on Thursday.

President Truman originally planned to deliver his message in person and CBS, NBC and DuMont Labs. arranged to broadcast the occasion over their respective New York video stations, at the same time dedicating the new coaxial cable. Engineers last week made preliminary installations at the Capitol, but just before BROADCASTING went to press Charles G. Ross, White House secretary, said it was not expected that Mr. Truman would deliver his message to Congress in person. The President's annual budget message goes to Congress next Monday.

Organizes Firm

LEWIS B. STONE, on leave of absence from Institute of Public Relations since last July to organize and direct campaign of Mayor Wm. O'Dwyer, one-time executive director to former Mayor F. LaGuardia and Assistant Budget Director of City of New York, has organized his own public relations firm at 630 Fifth Ave. William R. Peer, formerly with NBC publicity department has joined firm.

Nursery on WLS

SPRING HILL NURSERY, Tipp City, O., has contracted for 6:30-6:45 a.m. period thrice weekly on WLS Chicago effective Feb. 11. Till forbid contract was placed by Leo Boulette Co., Three Rivers, Mich.

PATSY BOLTON has been signed as featured vocalist on ABC "Al Pearce Show."

Census Questionnaire on Radio Reception

SS-560a

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington 25, D. C.

Budget Bureau No. 32-45U2.1
Approval expires Aug. 31, 1945

RADIO REPORT

Dear Citizen:

We are making this survey for the Federal Communications Commission to find out what radio stations you listen to and how well you can hear them. Your answers are needed in the Government's effort to improve your radio reception. You can help by filling this sheet out carefully and mailing it promptly in the enclosed stamped, self-addressed envelope. Even if you do not have a radio or if you have one and it does not work, please answer question 1 and mail this sheet. Thank you for your cooperation.

Sincerely yours,

J. C. Capt
Director

IMPORTANT:

Please be sure your answers tell us about all of the stations listened to in your household.

1. Do you have a radio set in your home? Yes _____ No _____
   Is it in working condition? Yes _____ No _____
2. What time is your radio USUALLY first turned on in the morning? _____
3. What time is your radio USUALLY turned off for the night? _____

GIVE CALL LETTERS OF STATIONS FOR THE FOLLOWING QUESTIONS. By call letters of a station we mean the letters that give the station name; all of these begin either with K or with W. Do NOT use names of cities or NBC, CBS, Mutual, Blue, etc. which refer to networks and not to specific stations. Please answer both parts of questions 4 and 5.

4. DURING THE DAY: What stations do you HAVE TROUBLE in hearing? By trouble we mean fading, static, or interference. (If none, write "None".)

   _____ _____ _____ _____ _____ _____ _____ _____ _____

   What stations do you hear WITHOUT TROUBLE? (If none, write "None".)

   _____ _____ _____ _____ _____ _____ _____ _____ _____

5. AT NIGHT: What stations do you HAVE TROUBLE in hearing? (If none, write "None".)

   _____ _____ _____ _____ _____ _____ _____ _____ _____

   What stations do you hear WITHOUT TROUBLE? (If none, write "None".)

   _____ _____ _____ _____ _____ _____ _____ _____ _____

6. What ONE station do you listen to MOST during the day? _____ At night? _____
7. Do you listen to farm service programs, such as farm news and market reports?
   Yes _____ No _____

   If you listen, what one station do you listen to MOST for farm service programs? _____

   If you do NOT listen to farm service programs:
   Do you want them? Yes _____ No _____
   Can you get them? Yes _____ No _____ Haven't tried. _____
8. Do you live on a farm? Yes _____ No _____

THREE MILLION of these questionnaires were mailed out by the Census Bureau to gather information for the FCC for the clear channel hearings starting today (Jan. 14). The replies, combined with data obtained through 5,000 personal interviews, provide the basis for determining how well stations are covering the rural areas of the nation. Story explaining the survey on page 18.

Peard to WCAO

LESLIE H. PEARD Jr., sales manager of KTBS Shreveport, La., for year and a half and former sales manager of WBAL Baltimore, has been named assistant manager of WCAO Baltimore. His duties will cover national sales, as well as general administration.

AFA Convention

ADVERTISING Federation of America will hold its 42d annual convention in Milwaukee, May 26-29. Key topic of meetings will be part which advertising must play in boosting country to an increasingly higher standard of living, Elon G. Borton, AFA president, stated last week.

Heads ABC Detroit

MERRIT R. SCHOENFELD, former assistant general manager of ABC Central Division and recently transferred to special sales position in New York, has been appointed Detroit manager of ABC. Neil Mulher, ABC account executive in Detroit, will continue in post.

At Deadline...

RADIO, TV STUDIOS FOR WHITE HOUSE

COMPLETE broadcast and television facilities will be provided in auditorium to be built when West Wing of White House is enlarged this year. Lorenzo S. Winslow, White House architect, has included six radio booths on sides of balcony, with windows at angle to permit view of stage. TV cameras will work from photography room across back of balcony. [BROADCASTING, Dec. 17].

All Presidential broadcasts will originate from stage of 375-capacity auditorium. Movie and still cameramen can shoot from booths during broadcasts, saving President from agonizing half-hour under kliegs and flashlights.

Interior Dept. has $1,650,000 appropriation for White House project, which also includes alterations to mansion, completion of East Wing and landscaping. Federal Works Agency will handle construction.

Mr. Winslow will go to New York in near future to continue conversations with broadcasters on technical details of auditorium, which will be used for all ceremonies including news conferences. New rostrum likely will have concealed microphones. Motif will be modern, with concealed lighting. Stage will be 24x16 feet, with part of it disappearing to change props.

LOUCKS IS INDUCTED AS BAR ASSOCIATION HEAD

PHILIP G. LOUCKS was inducted Friday as 1946 president of Federal Communications Bar Assn. as association held annual meeting and dinner at Statler Hotel, Washington. Speaker was Maj. Gen. Frank E. Stoner, Assistant Chief Signal Officer of Army.

Also inducted: Carl I. Wheat, first vice president; Reed T. Rollo, second vice president; William A. Porter, secretary; Arthur H. Schroeder, treasurer. Eliot C. Lovett, retiring president, and Ralph Van Orsdel were elected to executive committee, succeeding retiring members Reed T. Rollo and Frank Roberson. Other executive committee members are Lester Cohen, Ben S. Fisher, Philip J. Hennessey Jr.

ASKS DAYLIGHT TIME VIEWS

QUESTIONNAIRE sent Mutual affiliates by Gene O'Fallon, manager of KFEL Denver, asks their views on daylight saving time shift. "Other networks will give serious consideration to the opinions expressed through their affiliates' organizations and Mutual affiliates, even though unorganized, should be heard, too," he said.

FRANK SINATRA named chairman of American Youth Division, 1946 March of Dimes, Basil O'Conner, president, National Foundation for Infantile Paralysis, announced late Friday. NAB President Justin Miller is chairman of National Radio Division on Committee.

LES H. FORMAN, former public relations director of Kenyon & Eckhardt, Chicago, named publicity and promotion director of North Central Broadcasting System and Mississippi Valley Network by John W. Boler, president.

WTCN Minneapolis-St. Paul has leased top of Foshay Tower, 448-foot building, Minneapolis, for new FM and TV multi-bay antenna, with first broadcasts on newly-granted FM outlet scheduled for April.

ELEVEN STATIONS ASK POWER INCREASES

INCREASED power is sought by 11 stations, FCC announced Friday. Applicants: WCPO Cincinnati, change frequency from 1230 to 630 kc, increase power from 250 w to 1 kw night, 5 kw day; WTOL Toledo, change frequency from 1230 to 540 kc, increase power from 250 w to 5 kw; WELI New Haven, Conn., increase from 1 kw day, 500 kw night, to 1 kw day; WSFA Montgomery, Ala., increase from 1 kw day, 500 w night, to 1 kw; WHNC Henderson, N. C., increase from 250 w to 1 kw; WMOG Brunswick, Ga., increase from 250 w day, 100 w night to 250 w; KFDA Amarillo, change frequency from 1230 to 1440 kc, increase from 250 w to 5 kw day, 1 kw night; KMLB Monroe, La., modification of CP to change frequency from 1230 to 1440 kc, increase from 1 kw day and night to 5 kw day, 1 kw night; KHMO Hannibal, Mo., change frequency from 1340 to 1070 kc, increase from 250 w to 5 kw day, 1 kw night; KLPM Minot, N. D., change frequency from 1390 to 940 kc, increase from 1 kw to 5 kw day, 1 kw night; KFAC Los Angeles, increase from 1 kw to 5 kw.

OPA EASES RESTRICTIONS

OFFICE of Price Administration announced Friday that it will shortly authorize manufacturers of parts and electronic circuits to make application for permission to continue to make deliveries under orders taken before Dec. 3 at prices then in effect. Manufacturers now permitted to use estimated hours of labor based on current experience, rather than 1941. OPA boosted increase price factor for speakers from 13.5% to 19.62% over 1941 prices. Until May 1 maximum prices for parts under OPA formula will be automatically approved when filed. Heretofore there was 30-day lag. OPA action followed meeting Wednesday with RMA members, who pleaded for more leniency from Government to speed up production.

FAVOR CHANNEL DIALS

MAJORITY of set manufacturers favor FCC's plan of channel numbers for FM dials, according to final results of a survey by Radio Manufacturers Assn. Forty-seven of 82 set makers, including most of volume producers, endorsed use of numbers from 201 to 300, with 19 favoring megacycle markings, 9 indefinite and 7 not reporting. Some volume makers favored dual marking.

THAT PULLING POWER!

ONCE MORE radio's vast pulling power was demonstrated when Read's Dept. Store, Bridgeport, Conn., offered Cannon towels — four to a customer — during store's quarter-hour commentary by Jane Dillon on WICC, 7:45-8 a.m. Announcement was that Read's would fill phone orders only from 8-9:30 a.m. following broadcast. Sixteen girls were assigned to take orders and 20 trunk lines installed. Result: 1,029 calls (many others failed because of congested lines). COD's outranked charges 3-1, giving store new list of potential charge customers. Only announcement was on the WICC program.

People

LT. COMDR. JOSEPH L. MILLER last Friday reported for duty at the White House as assistant to John R. Steelman, labor expert, now serving as special assistant to President Truman. Comdr. Miller, former NAB labor relations director, is regularly assigned as special assistant on labor to Vice Adm. Ben Moreell, chief of materiel of the Navy, and was delegated to the White House assignment at Mr. Steelman's behest.

H. QUENTIN (Q) COX, assistant manager of KGW Portland, Ore., is back at his desk after having served since August as consultant to Radio Section of Treasury's War Finance Division.

LARRY HAEG, farm director of WCCO Minneapolis, speaks today in St. Paul on "What Farm Radio Can Do for the Triple A in 1946" at meeting of Northwest farmers called by U. S. Dept. of Agriculture to outline 1946 food production plans.

PAUL H. BAKER, chief of advertising, RFC Surplus Property Division, has resigned effective Feb. 7. He went to RFC after release from Army as colonel. Formerly he operated his own advertising agency in the Midwest. At RFC he launched a national advertising campaign.

WILLIAM B. RYAN, manager of KFI Los Angeles and director of 16th District NAB, is in Washington for several days on station business.

LT. M. K. VICKREY, released from Navy after 3½ years, returns to Decatur, Ala., civilian posts, president and general manager of WMSL and manager of North Alabama Network. He was wounded by shrapnel in 1943 while serving in Pacific.

LT. COL. BRICE DISQUE Jr., released from active duty in AAF, joins Compton Adv. Inc., New York, as manager of radio production department, reporting directly to Lewis H. Titterton, agency vice president and director of radio. Prewar, Col. Disque was radio director of King Features Syndicate, executive editor of Phillips H. Lord Inc., and script editor of NBC.

EDWIN PARKIN, advertising manager of the basement store of Frederick Loeser & Co., Brooklyn, has resigned effective Feb. 21 to join Seidel Adv. Agency, New York, as account executive.

THEODORE ROSENWALD Jr., released from AAF after 3½ years, has rejoined L. H. Hartman Co., New York, as account executive.

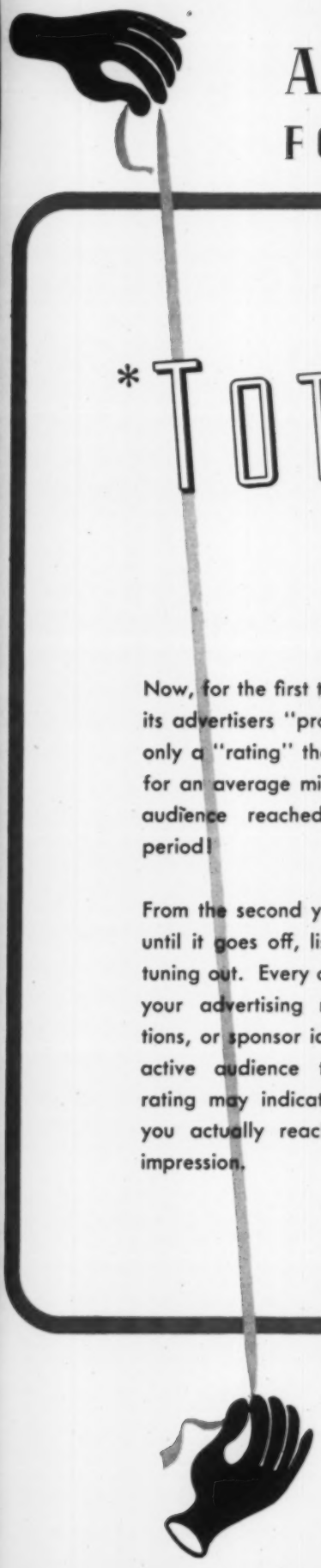
NORRIS D. KONHEIM, out of Navy after two years, joins Robert Holley & Co., New York, as account executive.

LT. BEN HOBERMAN, former chief announcer and assistant sales manager of WMFG Hibbing, Minn., recently announcer, producer, station manager and operations officer for AFN, returns to states soon for discharge and will work for Col. Harry C. Wilder, owner of WSYR WELI WTRY and WKNE.

CY HOWARD, former writer for Jack Benny, Milton Berle, Bert Lahr and other radio comics, on Jan. 14 joins newly created CBS production unit as creator, writer and producer of comedy programs.

CAPT. PHILIP R. WARNER, has returned to Bermingham, Castleman & Pierce, New York, as assistant to radio director, after four years in Army.

A NEW Measurement FOR WLW ADVERTISERS!



*TOTAL AUDIENCE (A WLW - NRI PLUS)

*TOTAL AUDIENCE is the percentage of total homes in the WLW-NRI area which tuned to any part of the program or broadcast period measured.

Now, for the first time, WLW is able to give its advertisers "program circulation" . . . not only a "rating" that measures the audience for an average minute, but also the TOTAL audience reached during the broadcast period!

From the second your show goes on the air until it goes off, listeners are tuning in and tuning out. Every one of them is exposed to your advertising messages, product mentions, or sponsor identification. With a very active audience turnover, your program rating may indicate only *half* the listeners you actually reached with an advertising impression.

This is another way to look at audience measurement . . . a practical, more accurate way to measure your audience, and to supplement your knowledge from other sources.

And, besides, you get the usual information: Homes Using Radio (sets-in-use), Average Audience (program rating) and Share of Audience . . . plus HOLDING POWER, another new yardstick . . . for every quarter-hour of every day, from 6 AM to midnight!

Your WLW representative now has this information. He will be glad to discuss it with you . . . and to show you a great deal more about how the great Midwest listens to the Nation's Station.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION